

## Ally wins

(Continued from Page 2)  
microwave telephone service in 1969, chose Ally & Gargano as its first ad agency in November, 1979, and now is its largest client in billings. Ally & Gargano claims that its advertising for MCI has been so effective in some cases that it had to be cut back to avoid overloading the microwave system.

Some of advertising's hottest names have worked at Ally & Gargano. Among its alumni are Ed-

ward McCabe, president of Scali, McCabe, Sloves; Ralph Ammirati and Martin Puris, chairman and president, respectively, of Ammirati & Puris; David Altschiller, chairman of Altschiller Reitzfeld Solin/NCK, and Dick Raboy, executive vp-creative director, Epstein, Raboy Advertising.

At the same time, however, the agency's present staff includes many who have stayed from the early days: Harold Weston, executive vp-chief financial officer; Chuck Cozzolino, production manager, and Therese Player, vp-ac-

count supervisor. Indeed, longevity is the norm rather than the exception, and the shop has acquired an enviable reputation as a place where top-flight talent can be found at every level. Ad people say Ally & Gargano must pay its people well to fight off headhunters.

Despite its impressive recent growth, Ally & Gargano has no intention of becoming a megabusiness à la Young & Rubicam or J. Walter Thompson U.S.A., according to Mr. Ally. "I don't have any grand designs," he says. "We can do the work the other agencies do.

Size is not where it's at."

A few years ago, the ever-outspoken Mr. Ally said he would go to his grave denying that advertisers get better deals at the big agencies. "Our procedures give better yield," he said. "We initiate research, and as for creative, we wipe out the big shops at the shows."

Nor is Ally & Gargano planning to become a victim of advertising's acquisition fever. "We have very strong feelings about what we do and the way we do it," Mr. Ally says. "We don't need anyone else to

tell us what to do." That attitude presumably extends to having public shareholders; the agency drew up and then shelved plans to go public in 1972.

"We are not managers of a big agency making sure that we are now going to acquire another agency next month and the month after that we are going to acquire a direct response agency," adds Mr. Gargano. "We are not in the acquisition business. We are in the advertising business. We are advertising people. We love advertising."



Ally's fast-paced, fast-talking commercial for Federal Express reflects the quality of work the agency does for other clients, including Dunkin' Donuts, Pentax and MCI.

## How Agency of Year is picked; 6 were finalists

The business of sorting through the serious contenders for Agency of the Year began in earnest in January, when nominations were submitted to the editors by staff members from all ADVERTISING AGE bureaus around the country.

During the year, of course, the staff was constantly tossing material into the hopper for use when the deliberations began. Compelling commercials that appeared on tv screens during 1981 were noted; news stories and features that appeared in AA were squirreled away for later consideration.

Our columnists who write about print and broadcast creativity

would also cite such efforts during the course of the year. In addition, some hope-filled agencies wrote to us, and the editors took time to review these submissions to make sure no serious contenders were overlooked in the screening.

The single common denominator in all of these deliberations—and a fact often misunderstood by agency executives—is that the editors are looking for pure creative spark.

How well the agency did in garnering new business, in growing through acquisition or in developing a futuristic computerized media buying department, are not

important to the search for Agency of the Year. (In most cases, those elements will follow if the agency exhibits the main criterion—creativity. One assumes the agency is relatively well managed and will be around at least until the public announcement is made in mid-March.)

In short, the creative approaches—energy, freshness, sharpness of the product or service's sales message, quality of production values, casting, direction—are the elements that must carry the day. Underlying all of that, of course, is the success of that creative work for the final judge, the client.

In all, the editorial screening committee evaluated approximately 25 agencies that were nominated this year. Six serious contenders reached the "semi-final" stage for the honor.

Those, in alphabetical order, were: Ally & Gargano; Backer & Spielvogel; Bloom Cos.; Geer, DuBois; Ogilvy & Mather, and Young & Rubicam.

The qualities that brought Ally & Gargano the honor were described later by executive editor Fred Danzig as "a consistently high entertainment level that imparts humanity, warmth, understanding, as well as a steel-edged

commitment to the business at hand: The sales message."

He added, "Whether in clear, forceful demonstrations or in narrative form, the agency's commercials always project a clear sense of purpose. To be able to achieve so much and still produce a commercial that is fun to watch, that entertains the viewer even as it makes its sales point, is to capture the best qualities of advertising."

## The criteria for selecting Agency of Year

In selecting an Ad Agency of the Year, ADVERTISING AGE editors concentrated on the creative product, including copy, creative strategies, merchandising, media planning and research. Because agencies vary in size, scope, management orientation and organizational achievement, AA believes any evaluation of this sort should focus entirely on ads, their relationship to today's market dynamics and their effect on sales. Advertising campaigns—the agency's end product—thus represent a universal denominator that provides broad eligibility for selection as Agency of the Year. Last year's agency of the Year was Chiat/Day.

## Production credits

In addition to members of the ADVERTISING AGE staff listed on the masthead who worked on this year's Agency Income issue, this special report was produced by the following members of the Advertising Age Magazine staff: Marion Elmquist, editor; Mark Watanabe, managing editor; Geoffrey Shives, art director, and Pat Thomas, production editor, as well as free lance writer and editor Craig Endicott.

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## Gross income over \$15,000,00

### Ted Bates & Co.

| Gross Income  | 1981          | 1980          |
|---------------|---------------|---------------|
| U.S.          | \$129,600,000 | \$106,047,000 |
| International | 197,455,000   | 102,532,000   |
| Total         | \$226,715,000 | \$210,579,000 |

Ted Bates & Co., New York, reported gross income of \$236,715,000 on billings of \$1,578,101,000. Its gross income in 1980 was \$210,579,000 on billings of \$1,404,100,000.

The agency's 1981 U.S. volume of \$860,400,000 included \$687,265,000 in media, \$83,692,000 in materials and services and \$89,443,000 in capitalized fees. Its 1980 U.S. volume of \$720,313,000 included \$573,791,000 in media, \$74,620,000 in materials and services and \$71,902,000 in capitalized fees.

The agency's 1981 overseas volume of \$717,701,000 included \$479,533,000 in media, \$59,860,000 in materials and services and \$178,308,000 in capitalized fees. Its 1980 foreign volume of \$683,787,000 included \$464,160,000 in media, \$65,028,000 in materials and services and \$154,599,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following subsidiaries: AC&R Advertising; Campbell-Mithun; Diener/Hauser/Bates; McDonald & Little; Sawdon & Bess, and Stern Walters/Earle Ludgin. Last month, Bates was the architect of the largest agency merger in history when it acquired William Esty Co., whose gross income in 1981 was \$66,750,000. Esty's results will be reflected in Bates' report next year.

In 1981, the agency gained

Brown-Forman, billing \$4,000,000 and resigned by Calet, Hirsch, Kurnit & Spector. It reported no losses.

Its overseas gains included: Sauter Laboratories, Pechiney Ugine Kulmann's steel division (France); Effem's Trim (Germany); Data General (Spain); Phillips Petroleum, British American Tobacco (Norway); Nikon (Netherlands); DHL worldwide account, Mars' Relay (U.K.); BASF, Mars Inc. (Argentina); Richardson-Vicks (Australia); Effem's Chappi, Agfa-Gevaert (Belgium); Estee Lauder (Italy and Greece). Losses included: Lancia (Germany); Cerdiam (Belgium), BP Australia (Australia); Olympia Business (U.K.); Peugeot (France).

Billings breakdown: Newspapers 11%, magazines 12%, radio 7%, network tv 36%, spot tv 32%, outdoor 2%. The agency has 4,247 employees in 73 offices, including 2,054 in 13 U.S. offices. A year ago it had 3,896 employees in 61 offices, including

1,844 in 13 U.S. offices.

Top execs: Robert E. Jacoby, chairman, president-ceo; Robert A. Bruns, Stephen Rose, Donald M. Zuckert, exec vps, and A. Michael Frothingham and Robert J. Preis, senior vps.

Phone: (212) 869-3131.

### Benton & Bowles

| Gross Income  | 1981          | 1980          |
|---------------|---------------|---------------|
| U.S.          | \$81,600,000  | \$73,800,000  |
| International | 66,100,000    | 44,700,000    |
| Total         | \$127,500,000 | \$118,500,000 |

Benton & Bowles, New York, reported gross income of \$127,500,000 in 1981 on billings of \$870,000,000. Its gross income in 1980 was \$118,500,000 on billings of \$806,000,000.

The agency's U.S. volume of \$541,000,000 consisted of \$438,000,000 in media and \$103,000,000 in capitalized fees. Its

1980 volume of \$492,000,000 included \$401,000,000 in media and \$91,000,000 in capitalized fees.

The agency's overseas volume was \$329,000,000 in 1981 and \$314,000,000 in 1980.

Accompanying its income report, Benton & Bowles noted that if 1980 results were restated at the same foreign exchange rates used in converting 1981, B&B International's income would have increased 21.3% or \$8,100,000. As a result, worldwide income would have registered a 14.2% increase or \$15,900,000 more than recorded in 1980.

Included in the agency's figures are the billings and income of the following U.S. subsidiaries: B&B Direct; Manning, Selvage & Lee, a pr shop; Medicus Intercon International; Ted Colangelo Associates, and Telecom Entertainment Inc.

In 1981, the agency gained the following accounts: Blistex; Emery Worldwide, billing \$10,000,000 from Della Femina, Travisano & Partners; Estech Inc.; FirstBank Evanston; Jgs. Garneau Co. (Ambassador scotch, Cella wines and Martell cognac); Magic Pan Restaurants, Pinkerton Tobacco, billing \$4,000,000; RCA Music Service, billing \$6,000,000 from Rapp & Collins; Richardson-Vicks (Synex), billing \$3,000,000; Showtime, billing \$2,000,000, and Texas Commerce Bancshares.

It lost AMF-Leisure Products (certain divisions) billing \$6,500,000; Continental Airlines, billing \$18,000,000 to Wells, Rich, Greene; Fiat autos; Holland America, billing \$10,000,000; Jacobsen, and Kitchens of Sara Lee.

Overseas, it gained over 50 accounts, including Yamaha (Belgium), Procter & Gamble (Germany), Richardson-Vicks (Spain) and Wrangler jeans (France). It lost 14 accounts overseas.

Billings breakdown: Newspapers 7%, magazines 15%, radio 4%, network tv 42%, spot tv 23%, outdoor 1%, business papers 3%, transit 1%, p.o.p. 1%, direct mail 3%.

The agency has 2,890 employees in 59 offices, including 1,464 in 18 U.S. offices. A year ago it had 2,911 employees in 50 offices, including 1,447 in 14 U.S. offices.

Top execs: John Bowen, president-ceo; Victor Bloede, chairman; Charles Blakemore and Roy Bostock, exec vps; Theodore Burnett, Theodore Dunn, John Ferries, Joseph Hannan, Bernard Kanner, Robert Lyman, Michael Moore, George Simko, James E. Pinkin, senior vps; Frederick Sulcer, president, Medicus Intercon Intl., and Robert N. Schwartz, president, Manning, Selvage & Lee.

Phone: (212) 758-6200.

### Bozell & Jacobs

| Gross Income  | 1981         | 1980         |
|---------------|--------------|--------------|
| U.S.          | \$81,700,000 | \$57,500,000 |
| International | 900,000      | 750,000      |
| Total         | \$82,600,000 | \$58,250,000 |

Bozell & Jacobs, New York, reported gross income of \$62,600,000 in 1981 on billings of \$425,700,900. Its gross income in 1980 was \$58,250,000 on billings of \$388,500,000.

The agency's 1981 U.S. volume of \$420,000,000 included \$279,700,000 in media, \$72,300,000 in materials and services and \$68,000,000 in capitalized fees. Its 1980 U.S. volume of \$383,600,000 included \$250,200,000 in media, \$68,200,000 in materials and services and \$65,200,000 in capitalized fees.

The agency's overseas volume was \$5,700,000 in 1981 and \$4,900,000 in 1980. In 1981, the agency gained the following accounts: American Airlines, billing \$45,000,000 and resigned by Doyle Dane Bernbach; Armstrong Tire, billing \$2,000,000; Johnson Matthey Jewelry; Norwegian

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## Gross income over \$15,000,00

America Cruises, billing \$3,000,000 from Homer & Durham; Days Inns of America, billing \$2,000,000; Godfather's Pizza; Speedy Muffler King, billing \$3,000,000, from Doyle Dane Bernbach; Onan Corp.; Litton Microwave Cooking; Armour Products Inc.; L.S. Heath & Sons; Republic Bank of Houston; Union Carbide and Seventeen magazine.

It lost Minolta cameras, billing \$15,000,000, to William Esty Co.; Pearle Vision, billing \$15,000,000, to Foote, Cone & Belding; Quaker Oats, and Renfield Importers, billing \$3,500,000.

The agency's foreign gains: Stetson Rodeo, Canadian National Express, Westinghouse, Allan Candy and American Airlines. Its overseas losses: Intl. Paints, Sifto salt, ACL Containers and Nordair.

Billings breakdown: Newspapers 18%, magazines 30%, radio 9%, net-

work tv 4%, spot tv 36%, outdoor 1%, Yellow Pages 2%.

The agency has 1,393 employees in 18 offices, including 1,300 in 13 U.S. offices. A year ago it had 1,304 employees in 17 offices, including 1,269 in 13 U.S. offices.

Top execs: Charles D. Peebler, president-ceo; J. Liener Temerlin, chairman; Alan J. Jacobs, chairman, executive committee. Phone: (212) 644-7200.

### Leo Burnett Co.

| Gross Income  | 1981          | 1980          |
|---------------|---------------|---------------|
| U.S.          | \$124,011,000 | \$106,153,000 |
| International | 74,632,000    | 62,984,000    |
| Total         | \$198,643,000 | \$171,137,000 |

Leo Burnett Co., Chicago, reported gross income of \$198,643,000 in 1981 on billings of \$1,335,975,000.

Its gross income in 1980 was \$171,137,000 on billings of \$1,154,470,000.

The agency's 1981 U.S. volume of \$838,391,000 included \$742,359,000 in media, \$81,862,000 in materials and services and \$14,170,000 in capitalized fees. Its 1980 U.S. volume of \$734,565,000 included \$648,074,000 in media, \$70,423,000 in materials and services and \$16,068,000 in capitalized fees.

The agency's overseas volume was \$497,584,000 in 1981 and \$419,905,000 in 1980. In 1981, the agency gained the following accounts: McDonald's Corp., billing \$53,000,000 from Needham, Harper & Steers; Salada Foods Inc., and Union Carbide Corp.

It lost Litton Microwave Cooking, billing \$5,000,000, to Bozell & Jacobs; Norcliff-Thayer (network tv buying totaling \$10,000,000) to Marschalk; Norcliff-Thayer's Tums, billing \$7,000,000, to Jordan Case & McGrath, and its Formula 2

line, billing \$3,000,000, to Grey; Revlon Inc., and Steak & Ale Restaurants, billing \$5,000,000. It did not list overseas account gains or losses.

Billings breakdown: Newspapers 21%, magazines 17%, radio 3%, network tv 38%, spot tv 14%, outdoor 7%. The agency has 3,236 employees in 41 offices, including 1,557 in five U.S. offices. A year ago it had 2,996 employees in 38 offices, including 1,481 in five U.S. offices.

Top execs: C.R. Kopp, chairman; John J. Kinsella, president-ceo; Normal L. Muse, president, USA; Wayne A. Wiggins, chairman-ceo, intl. Phone: (312) 565-5959.

### Campbell-Mithun

| Gross Income  | 1981         | 1980         |
|---------------|--------------|--------------|
| U.S.          | \$31,500,000 | \$27,645,700 |
| International | \$31,500,000 | \$27,645,700 |

Campbell-Mithun, Minneapolis.

a unit of Ted Bates & Co., reported gross income of \$31,500,000 in 1981 on billings of \$210,000,000. Its gross income in 1980 was \$27,645,700 on billings of \$184,300,000.

The agency's 1981 volume is estimated to have included \$155,000,000 in media, \$25,000,000 in materials and services and \$30,000,000 in capitalized fees. Its 1980 volume included \$140,500,000 in media, \$19,500,000 in materials and services and \$24,300,000 in capitalized fees.

In 1981, the agency gained the following accounts: Fred S. James Co.; Mass Feeding Corp.; Melville Corp.; Woodbridge Footwear; Kellwood Co.; Ashley's Outlet Stores; McGraw/Edison Lighting division; Kohler; Republic Airlines; 3M Co. (corporate); Galleria Retailers Assn.; North Dakota Tourism; Personnel Publishing; Tombstone Pizza; Golden Skillet; Air Chicago; Dow Chemical's Peladon; Quaker Foodservice; General Mills (Nature Valley Light and Crunch).

Accounts lost: Coca-Cola Foods; IDS; Munsingwear; Toro Co.; Adia Temporary Services; Blue Cross/Blue Shield of Illinois; The Management Group, and Air Chicago.

Billings breakdown: Newspapers 11%, magazines 18%, radio 10%, tv 59%, outdoor 0.5%, direct mail 0.5%, other 1%. The agency has 600 employees in two U.S. offices; a year ago it had 585 employees in two offices.

Top execs: George Gruenwald, ceo; David Seibel, chairman-coo; Stan Blunt, executive committee chairman; William E. Stein and Raymond L. Sachs, vice-chairmen; William Dunlap, president, and Raymond O. Mithun, founder chairman. Phone: (612) 347-1314.

For more information, see parent agency, Ted Bates & Co.

# How to find an agency that's right for you without having to talk to 50 that aren't.

Reprinted with permission from Advertising Age, November 16, 1981.

## Review hassle? AAR offers help

By CHRISTY MARSHALL

NEW YORK—When Coty International recently decided it was time for an agency review, it did not go to the Red Book for guidance, nor to the stars. Instead it went to the Advertising Agency Register.

The AAR was founded eight years ago in London by Lyndy Payne. It was conceived when a friend of hers, famous for his punctuality, was 20 minutes late because he was in the midst of shopping for a new agency—a process he found long and torturous.

"He said, 'There must be some way to shortcut this,'" Ms. Payne recalled. She agreed. She went on to found the shortcut.

Ad agencies join the AAR by paying a \$4,000 annual fee and putting their work on file at the office, either in London or here in New York. The work includes a 10-minute videotape presentation about the agency and its work, a background document on the agency and a folder of current print/promotional work.

■ When an advertiser decides it is time to review its agency setup, it can call Ms. Payne in London or Leslie Winthrop in the office here to preview the work of the 217 agencies registered—145 in London and 72 in New York.

After the client calls, AAR sends it a long list of possible shops for the account. The list includes briefs about the agencies and minicase histories. After the client decides which agencies he wants to see, he goes to the AAR office to view videotapes. The agencies on the presentation list are alerted to be available for questions, but they

are not told who will be asking. Confidentiality is the key.

After that list has been whittled down to a few finalists, the AAR staff makes appointments for the agencies and advertisers to meet. Then the AAR's job is done. It steps out and lets the client choose the winner. The advertiser pays AAR a fee of \$1,500 for the service.

Recently the AAR ran a special deal, offering the service free to first-time users. Tom Eppes, director of creative services at Days Inns of America, Atlanta, took AAR up on its offer and conducted the company's review through the service. He had had a brush with agency review mania a year earlier when the press learned that Days Inns was looking for a new shop. He received hundreds of calls, and it was, in his view, "a nightmare."

This time around, Days Inns executives flew here to view the tapes on Aug. 14, and by Sept. 11 the finalists had made formal presentations. By the end of the company's fiscal year, Sept. 30, Bozell & Jacobs had been appointed the new agency. And if Mr. Eppes found himself in another review, he said he would use AAR again.

■ The clients who have tapped AAR have budgets ranging from \$500,000 to \$25,000,000 in billings. The agency members run the gamut from small to very large. The group here currently includes agencies such as Ally & Gargano; N.W. Ayer; BBDO; Benton & Bowles; Bozell & Jacobs; Cadwell Davis Savage; Compton Advertising; Cunningham & Walsh;

Dancer Fitzgerald Sample; Foote, Cone & Belding; F. William Free & Co.; Geer, DuBois; Geers Gross; Grey Advertising, Conahay, Lerner & King; Jim Johnston Inc.; Jordan, Case & McGrath; Kornhauser & Calene; Al Paul Lefton Co.; Marsteller Inc.; Mathieu, Gerfen & Bresner; McCann-Erickson; Nadler & Larimer; Ogilvy & Mather; Posey, Parry & Quest; Shaller Rubin Associates; Sherwood & Schneider; SSC&B; TBWA Advertising; J. Walter Thompson U.S.A., and Warwick, Welsh & Miller.

■ Overseas, AAR has expanded to Paris and now Munich. Ms. Payne had planned to open additional offices in the U.S. (AA, Feb. 18, '80), but according to Ms. Winthrop, the agency has not found any need to after all.

"We have been able to service the whole U.S. with one office," Ms. Winthrop said. "Right now, we haven't had a client who would not come to New York or who we wouldn't go to. I haven't seen any reason to open another U.S. office."

Advertisers also have used the service for training. One company sent its product managers to AAR for a run-through of a trial agency review. Another company has an annual review of the videotapes just to be au courant on the latest creative.

"Advertisers' attitudes toward agencies are usually two years out of date," Ms. Payne said. ■

AAR has since expanded its services by increasing its network of member agencies coast to coast.

### Compton Advertising

| Gross Income  | 1981          | 1980         |
|---------------|---------------|--------------|
| U.S.          | \$50,823,000  | \$51,151,000 |
| International | \$6,055,000   | \$3,350,000  |
| Total         | \$116,878,000 | \$54,501,000 |

Compton Advertising, New York, reported gross income of \$116,878,000 in 1981 on billings of \$812,580,000. Its gross income in 1980 was \$94,501,000 on billings of \$639,911,000.

The agency's 1981 U.S. volume of \$420,370,000 included \$299,372,000 in media, \$45,264,000 in materials and services and \$75,734,000 in capitalized fees. Its 1980 U.S. volume of \$350,911,000 included \$256,137,000 in media, \$43,274,000 in materials and services and \$51,500,000 in capitalized fees.

The agency's figures include the billings of its U.S. subsidiaries, Rumrill-Hoyt; Ross Roy New York/Compton; Cadwell Davis Savage; Klemtner Advertising, and Hoffman York & Compton. The agency's overseas volume was \$392,210,000 in 1981 and \$289,000,000 in 1980. The agency attributed its international growth to the acquisition last year of KMP Partnership Ltd., a London-based agency with billings of \$45,000,000 and substantial growth of the Saatchi, Saatchi, Compton organization, in which Compton holds a minority interest.

In 1981, the agency gained the following accounts: American Motors intl. operations, billing \$12,500,000, from Grey Advertising; Buitoni Foods, billing \$1,000,000, and the National Enquirer.

It lost Duffy-Mott, billing \$2,000,000; Allan Beverages; First Federal of Broward; Italian Ceramic Tile, and Viacom Inc.

Billings breakdown: Newspapers 4.8%, magazines 28.6%, radio 2.2%, network tv 63.2%, outdoor 0.6%, point of sale 0.3%, Yellow Pages

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50 ROCKEFELLER PLAZA, SUITE 1208 NEW YORK, NY 10020 TEL. (212) 582-2691

# THE ADVERTISING AGENCY REGISTER INC.

LONDON

NEW YORK

PARIS

# Agencies with gross income of more than \$5,000,000

Figures shown in this table (000,000 omitted from dollar totals) and in the tables on Page 1 represent the best information available to ADVERTISING AGE and are constructed either from answers to questionnaires (sometimes revised on the basis of other information) or on the best data available. In

some cases, income and billings figures are also included in the parent company totals. All material on this page and throughout the issue are copyright 1982 by Crain Communications Inc. Quotation or reproduction in whole or in part without written permission is expressly prohibited.

| 1981       |           | Agency                                   | World             |                   | U.S.              |                   | World Billing     |                   | U.S. Billing      |                   | Data for U.S. only    |                       |                      |                      |
|------------|-----------|------------------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-----------------------|-----------------------|----------------------|----------------------|
| World Rank | U.S. Rank |                                          | Gross Income 1981 | Gross Income 1980 | Gross Income 1981 | Gross Income 1980 | Gross Income 1981 | Gross Income 1980 | Gross Income 1981 | Gross Income 1980 | Capitalized Fees 1981 | Capitalized Fees 1980 | Total Employees 1981 | Total Employees 1980 |
| 1          | 1         | Young & Rubicam .....                    | 353.0             | 340.8             | 222.8             | 200.0             | 2,355.0           | 2,273.0           | 1,490.0           | 1,334.0           | 210.0                 | 181.0                 | 3,957                | 3,804                |
| 2          | 3         | J. Walter Thompson Co. ....              | 331.7             | 320.0             | 153.7             | 135.3             | 2,212.7           | 2,120.7           | 1,025.4           | 901.9             | —                     | —                     | 3,102                | 2,868                |
| 3          | 2         | Ogilvy & Mather .....                    | 286.5             | 245.9             | 157.5             | 125.5             | 1,933.8           | 1,661.9           | 1,050.3           | 837.1             | —                     | —                     | 2,010                | 2,160                |
| 4          | 12        | McCann-Erickson .....                    | 277.3             | 268.7             | 75.8              | 64.6              | 1,927.3           | 1,792.1           | 505.3             | 431.0             | —                     | —                     | 1,273                | 1,277                |
| 5          | 4         | Ted Bates & Co. ....                     | 236.7             | 210.5             | 129.1             | 108.1             | 1,578.1           | 1,404.1           | 860.4             | 720.3             | 89.4                  | 71.9                  | 2,054                | 1,844                |
| 6          | 5         | BBDO International .....                 | 205.2             | 175.6             | 127.9             | 105.8             | 1,400.0           | 1,305.0           | 858.8             | 806.4             | 115.5                 | 102.0                 | 1,997                | 2,049                |
| 7          | 6         | Leo Burnett Co. ....                     | 198.6             | 171.1             | 124.0             | 108.2             | 1,336.0           | 1,154.5           | 838.4             | 734.6             | 14.2                  | 16.1                  | 1,557                | 1,481                |
| 8          | 23        | SSC&B .....                              | 176.4             | 166.7             | 41.7              | 38.1              | 1,168.3           | 1,203.0           | 277.8             | 254.4             | —                     | —                     | 577                  | 575                  |
| 9          | 7         | Foote, Cone & Belding .....              | 170.3             | 164.5             | 116.5             | 109.1             | 1,153.3           | 1,118.8           | 794.9             | 749.3             | —                     | —                     | 2,250                | 2,330                |
| 10         | 8         | Doyle Dane Bernbach .....                | 165.0             | 150.7             | 115.0             | 98.1              | 1,150.0           | 1,004.0           | 800.0             | 671.0             | 49.0                  | 46.0                  | 1,850                | 1,800                |
| 11         | 13        | D'Arcy-MacManus & Masius Worldwide ..... | 164.0             | 156.0             | 73.9              | 67.4              | 1,094.3           | 1,045.3           | 601.9             | 516.8             | —                     | —                     | 1,410                | 1,446                |
| 12         | 9         | Grey Advertising .....                   | 133.4             | 119.4             | 94.4              | 78.7              | 889.8             | 755.5             | 629.0             | 524.9             | 34.7                  | 29.0                  | 1,725                | 1,522                |
| 13         | 10        | Benton & Bowles .....                    | 127.5             | 118.5             | 81.4              | 73.8              | 870.0             | 806.0             | 541.0             | 492.0             | 103.0                 | 91.0                  | 1,464                | 1,447                |
| 14         | 19        | Compton Advertising .....                | 118.9             | 94.5              | 59.8              | 51.2              | 812.6             | 640.0             | 420.4             | 350.9             | 75.7                  | 51.5                  | 1,095                | 1,035                |
| 15         | 16        | Marschalk Campbell-Ewald ..              | 106.0             | 105.4             | 64.9              | 55.8              | 717.3             | 703.0             | 432.7             | 372.4             | —                     | —                     | 1,081                | 1,863                |
| 16         | 11        | Dancer Fitzgerald Sample ....            | 85.2              | 76.3              | 76.4              | 70.3              | 599.6             | 558.4             | 520.0             | 505.0             | —                     | —                     | 1,194                | 1,179                |
| 17         | 14        | N W Ayer Inc. ....                       | 77.6              | 76.0              | 68.4              | 68.0              | 532.3             | 497.2             | 470.6             | 443.8             | 42.4                  | 38.8                  | 1,213                | 1,346                |
| 18         | 20        | Needham, Harper & Steers ...             | 73.6              | 61.5              | 59.2              | 51.2              | 490.0             | 410.5             | 395.0             | 341.6             | 77.9                  | 59.4                  | 992                  | 980                  |
| 19         | 21        | Marsteller Inc. ....                     | 71.7              | 66.0              | 50.2              | 44.7              | 478.2             | 439.8             | 334.6             | 298.0             | —                     | —                     | 967                  | 980                  |
| 20         | 15        | William Esty Co. ....                    | 66.8              | 58.5              | 66.8              | 58.5              | 445.0             | 390.0             | 445.0             | 390.0             | —                     | —                     | 622                  | 616                  |
| 21         | 17        | Wells, Rich, Greene .....                | 65.2              | 62.4              | 64.0              | 61.7              | 435.0             | 416.2             | 426.7             | 411.5             | 80.7                  | 70.4                  | 662                  | 704                  |
| 22         | 22        | Kenyon & Eckhardt .....                  | 63.1              | 56.0              | 48.1              | 41.0              | 412.0             | 379.1             | 311.9             | 279.1             | 37.8                  | 21.5                  | 772                  | 741                  |
| 23         | 18        | Bozell & Jacobs .....                    | 62.6              | 58.3              | 61.7              | 57.5              | 425.0             | 388.5             | 420.0             | 383.6             | 68.0                  | 65.2                  | 1,300                | 1,269                |
| 24         | 96        | NCK Organization .....                   | 56.7              | 54.5              | 4.9               | 9.3               | 378.0             | 363.0             | 39.2              | 62.0              | 7.9                   | 14.9                  | 51                   | 105                  |
| 25         | 24        | Ketchum Communications ...               | 48.7              | 42.8              | 38.6              | 32.9              | 342.2             | 301.6             | 257.2             | 219.2             | 49.6                  | 44.9                  | 835                  | 777                  |
| 26         | 25        | Cunningham & Walsh .....                 | 36.7              | 31.3              | 36.7              | 31.3              | 283.0             | 240.8             | 283.0             | 240.8             | 13.3                  | 12.5                  | 630                  | 604                  |
| 27         | 26        | Campbell-Mithun .....                    | 31.5              | 27.7              | 31.5              | 27.7              | 210.0             | 184.3             | 210.0             | 184.3             | 30.0                  | 24.3                  | 600                  | 585                  |
| 28         | 33        | Scali, McCabe, Sloves .....              | 27.2              | 21.5              | 19.0              | 15.8              | 185.6             | 143.5             | 131.0             | 105.6             | —                     | —                     | 284                  | 268                  |
| 29         | 27        | Backer & Spielvogel .....                | 27.0              | 19.5              | 27.0              | 19.5              | 180.0             | 130.0             | 180.0             | 130.0             | 8.0                   | 6.0                   | 324                  | 226                  |
| 30         | 28        | Creamer Inc. ....                        | 25.0              | 18.3              | 25.0              | 18.3              | 167.0             | 122.0             | 167.0             | 122.0             | 15.0                  | 9.0                   | 512                  | 380                  |
| 31         | 39        | Wunderman, Ricotta & Kline ..            | 23.6              | 25.1              | 15.9              | 14.8              | 157.4             | 167.6             | 105.8             | 98.7              | —                     | —                     | 239                  | 215                  |
| 32         | 29        | Leber Katz Partners .....                | 22.9              | 19.6              | 22.9              | 19.6              | 189.5             | 149.8             | 189.5             | 149.8             | 29.3                  | 20.3                  | 249                  | 210                  |
| 33         | 32        | Nationwide Advertising .....             | 21.9              | 18.3              | 19.1              | 16.0              | 90.3              | 79.2              | 79.0              | 69.6              | —                     | —                     | 348                  | 295                  |
| 34         | 30        | Della Femina, Trivisano & Partners ..... | 21.7              | 19.1              | 21.7              | 19.1              | 161.0             | 142.0             | 161.0             | 142.0             | 15.1                  | 13.4                  | 321                  | 283                  |
| 35         | 31        | McCaffrey & McCall .....                 | 19.9              | 18.5              | 19.9              | 18.5              | 134.5             | 125.3             | 134.5             | 125.3             | —                     | —                     | 301                  | 310                  |
| 36         | 46        | Dailey & Associates .....                | 18.5              | 13.2              | 13.1              | 9.1               | 142.2             | 111.4             | 87.3              | 69.6              | 19.3                  | 12.1                  | 260                  | 207                  |
| 37         | 34        | Doremus & Co. ....                       | 18.1              | 17.3              | 18.1              | 17.3              | 119.3             | 112.9             | 119.3             | 112.9             | 50.7                  | 43.9                  | 341                  | 363                  |
| 38         | 35        | Doyle Dane Bernbach Advertising .....    | 17.4              | —                 | 17.4              | —                 | 116.0             | —                 | 116.0             | —                 | —                     | —                     | 417                  | —                    |
| 39         | 36        | Jordan, Case & McGrath .....             | 16.6              | 12.0              | 16.6              | 12.0              | 110.5             | 81.0              | 110.5             | 81.0              | 20.0                  | 13.0                  | 155                  | 130                  |
| 40         | 37        | Eisaman, Johns & Laws .....              | 16.5              | 11.1              | 16.5              | 11.1              | 114.7             | 74.2              | 114.7             | 74.2              | 2.9                   | 2.7                   | 209                  | 185                  |
| 41         | 41        | Warwick, Welsh & Miller .....            | 16.2              | 15.5              | 15.6              | 14.3              | 108.0             | 101.0             | 104.0             | 95.0              | 28.0                  | 25.0                  | 260                  | 320                  |
| 42         | 38        | Keller-Crescent Co. ....                 | 16.0              | 15.5              | 16.0              | 15.5              | 84.6              | 81.9              | 84.6              | 81.9              | 42.9                  | 41.4                  | 585                  | 550                  |
| 43         | 40        | Tracy-Locke Advertising .....            | 15.8              | 19.3              | 15.8              | 19.3              | 139.1             | 122.7             | 139.1             | 122.7             | 42.4                  | 29.9                  | 287                  | 356                  |
| 44         | 42        | W.B. Doner & Co. ....                    | 15.5              | 13.2              | 15.5              | 13.2              | 103.0             | 88.0              | 103.0             | 88.0              | 25.0                  | 13.0                  | 315                  | 277                  |
| 45         | 43        | Tatham-Laird & Kudner .....              | 14.6              | 14.0              | 14.6              | 14.0              | 98.0              | 94.0              | 98.0              | 94.0              | 28.0                  | 26.1                  | 300                  | 320                  |
| 46         | 44        | Laurence, Charles & Free ....            | 14.3              | 11.9              | 14.3              | 11.9              | 95.0              | 79.0              | 95.0              | 79.0              | 5.0                   | 5.0                   | 179                  | 175                  |
| 47         | 53        | Sudler & Hennessey .....                 | 13.8              | 12.1              | 10.2              | 9.3               | 92.0              | 80.5              | 68.0              | 62.0              | —                     | —                     | 172                  | 172                  |
| 48         | 45        | Chiat/Day .....                          | 13.7              | 7.7               | 13.7              | 7.7               | 125.4             | 81.9              | 125.4             | 81.9              | 30.9                  | 25.4                  | 262                  | 216                  |
| 49         | 47        | The Bloom Cos. ....                      | 12.5              | 10.2              | 12.5              | 10.2              | 83.4              | 72.2              | 83.4              | 72.2              | —                     | —                     | 350                  | 277                  |
| 50         | 48        | Ally & Gargano .....                     | 11.8              | 7.3               | 11.8              | 7.3               | 82.9              | 51.6              | 82.9              | 51.6              | 5.9                   | 0.8                   | 155                  | 112                  |



| 1981       |           | Agency                                     | World             |                   | U.S.              |                   | World Billing     |                   | U.S. Billing      |                   | Data for U.S. only    |                       |                      |                      |
|------------|-----------|--------------------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-----------------------|-----------------------|----------------------|----------------------|
| World Rank | U.S. Rank |                                            | Gross Income 1981 | Gross Income 1980 | Gross Income 1981 | Gross Income 1980 | Gross Income 1981 | Gross Income 1980 | Gross Income 1981 | Gross Income 1980 | Capitalized Fees 1981 | Capitalized Fees 1980 | Total Employees 1981 | Total Employees 1980 |
| 51         | 49        | Cole & Weber                               | 11.4              | 9.8               | 11.4              | 9.8               | 79.2              | 67.3              | 79.2              | 67.3              | 20.0                  | 14.0                  | 219                  | 197                  |
| 52         | 50        | Geers Gross Inc.                           | 11.3              | 9.1               | 11.3              | 9.1               | 79.5              | 65.2              | 79.5              | 65.2              | —                     | —                     | —                    | 125                  |
| 53         | 97        | Medicus Intercon International             | 10.9              | 10.1              | 4.9               | 4.8               | 96.4              | 83.9              | 42.8              | 39.1              | 29.4                  | 29.7                  | 108                  | 111                  |
| 54         | 51        | Rosenfeld, Sirowitz & Lawson               | 10.6              | 9.0               | 10.6              | 9.0               | 85.0              | 73.1              | 85.0              | 73.1              | 19.8                  | 15.7                  | 170                  | 176                  |
| 55         | 52        | MCA Advertising                            | 10.4              | 9.4               | 10.4              | 9.4               | 85.3              | 75.0              | 85.3              | 75.0              | 7.6                   | 4.0                   | 65                   | 65                   |
| 56         | 54        | Diener/Hauser/Bates                        | 10.0              | 9.2               | 10.0              | 9.2               | 84.7              | 77.2              | 84.7              | 77.2              | —                     | —                     | 190                  | 166                  |
| 57         | 55        | Waring & LaRosa                            | 9.8               | 9.0               | 9.5               | 8.7               | 65.0              | 60.0              | 63.0              | 58.0              | 5.5                   | 5.0                   | 130                  | 130                  |
| 58         | 61        | AC&R Advertising                           | 9.4               | 8.8               | 8.5               | 8.1               | 64.5              | 53.8              | 56.6              | 48.3              | 2.6                   | 1.9                   | 168                  | 165                  |
| 59         | 56        | Kornhauser & Calene                        | 9.1               | 6.2               | 9.1               | 6.2               | 80.2              | 60.5              | 80.2              | 60.5              | 2.5                   | 1.9                   | 108                  | 90                   |
| 60         | 57        | David W. Evans Inc.                        | 9.1               | 8.6               | 9.1               | 8.6               | 60.5              | 57.0              | 60.5              | 57.0              | 20.0                  | 18.0                  | 206                  | 210                  |
| 61         | 58        | Lewis & Gilman                             | 8.9               | 8.3               | 8.9               | 8.3               | 59.0              | 55.6              | 59.0              | 55.6              | 15.7                  | 17.0                  | 200                  | 215                  |
| 62         | 66        | Nadler & Larimer                           | 8.8               | 7.5               | 7.9               | 6.6               | 59.0              | 50.0              | 53.0              | 44.0              | —                     | —                     | 150                  | 150                  |
| 63         | 59        | Kurtz & Tarlow                             | 8.7               | 5.2               | 8.7               | 5.2               | 63.2              | 40.6              | 63.2              | 40.6              | 6.8                   | 5.2                   | 98                   | 83                   |
| 64         | 63        | Al Paul Lefton Co.                         | 8.7               | 8.0               | 8.5               | 7.8               | 58.0              | 53.0              | 56.4              | 51.7              | —                     | —                     | 185                  | 188                  |
| 65         | 60        | Rumrill-Hoyt                               | 8.6               | 8.4               | 8.6               | 8.4               | 57.0              | 55.7              | 57.0              | 55.7              | 33.9                  | 33.1                  | 165                  | 200                  |
| 66         | 62        | Calet, Hirsch, Kurnit & Spector            | 8.5               | 8.0               | 8.5               | 8.0               | 70.0              | 60.0              | 70.0              | 60.0              | 13.0                  | 9.5                   | 160                  | 160                  |
| 67         | 70        | Hill, Holliday Connors, Cosmopolis         | 8.2               | 7.3               | 7.4               | 7.0               | 61.5              | 46.1              | 56.6              | 44.0              | 30.4                  | 17.7                  | 145                  | 139                  |
| 68         | 64        | Humphrey Browning                          | 8.1               | 7.4               | 8.1               | 7.4               | 54.0              | 49.2              | 54.0              | 49.2              | 2.5                   | 2.7                   | 173                  | 137                  |
| 69         | 65        | Williams Douglas McAdams Inc.              | 7.9               | 7.6               | 7.9               | 7.6               | 52.6              | 50.3              | 52.6              | 50.3              | 8.1                   | 7.8                   | 165                  | 160                  |
| 70         | 67        | Fahlgren & Ferriss                         | 7.6               | 6.4               | 7.6               | 6.4               | 50.4              | 42.7              | 50.4              | 42.7              | 20.8                  | 16.4                  | 165                  | 140                  |
| 71         | 68        | Avrett, Free & Fischer                     | 7.5               | 6.4               | 7.5               | 6.4               | 67.4              | 57.1              | 67.4              | 57.1              | 6.3                   | 6.5                   | 89                   | 79                   |
| 72         | 69        | McDonald & Little                          | 7.5               | 6.8               | 7.5               | 6.8               | 51.2              | 47.5              | 51.2              | 47.5              | 22.2                  | 21.8                  | 112                  | 125                  |
| 73         | 77        | Meldrum & Fewsmith                         | 7.4               | 7.0               | 6.8               | 6.4               | 49.0              | 46.5              | 45.0              | 42.5              | —                     | —                     | 170                  | 153                  |
| 74         | 75        | Sieber & McIntyre                          | 7.3               | 5.5               | 6.9               | 5.3               | 51.4              | 45.5              | 48.7              | 44.2              | 35.2                  | 32.5                  | 133                  | 127                  |
| 75         | 71        | Advertising to Women                       | 7.2               | 6.2               | 7.2               | 6.2               | 55.0              | 47.0              | 55.0              | 47.0              | —                     | —                     | 94                   | 79                   |
| 76         | 72        | Geer, DuBois Inc.                          | 7.2               | 5.8               | 7.2               | 5.8               | 48.2              | 38.6              | 48.2              | 38.6              | —                     | —                     | 120                  | 102                  |
| 77         | 73        | Ingalls Associates                         | 7.0               | 6.0               | 7.0               | 6                 | 51.0              | 40.0              | 51.0              | 40.0              | 16.0                  | 11.0                  | 160                  | 130                  |
| 78         | 74        | Griswold-Eshleman Co.                      | 7.0               | 6.7               | 7.0               | 6.7               | 43.0              | 41.8              | 43.0              | 41.8              | 5.8                   | 5.1                   | 156                  | 127                  |
| 79         | 76        | Lee King & Partners                        | 6.9               | 7.0               | 6.9               | 7.0               | 46.1              | 46.8              | 46.1              | 46.8              | 10.2                  | 9.1                   | 148                  | 165                  |
| 80         | 78        | Lord, Geller, Federico, Einstein           | 6.7               | 4.7               | 6.7               | 4.7               | 52.9              | 34.3              | 52.9              | 34.3              | 17.2                  | 11.1                  | 126                  | 101                  |
| 81         | 79        | Hoffman York & Compton                     | 6.6               | 6.1               | 6.6               | 6.1               | 44.2              | 40.3              | 44.2              | 40.3              | —                     | —                     | 108                  | 122                  |
| 82         | 80        | Wyse Advertising                           | 6.6               | 5.2               | 6.6               | 5.2               | 48.2              | 41.3              | 48.2              | 41.3              | 17.2                  | 13.1                  | 172                  | 141                  |
| 83         | 81        | Kallir, Philips, Ross                      | 6.5               | 5.1               | 6.5               | 5.1               | 55.4              | 43.4              | 55.4              | 43.4              | 35.0                  | 28.3                  | 135                  | 125                  |
| 84         | 82        | Arnold & Co.                               | 6.4               | 6.0               | 6.4               | 6.0               | 42.8              | 36.5              | 42.8              | 36.5              | —                     | 1.7                   | 150                  | 125                  |
| 85         | 83        | Hicks & Greist                             | 6.4               | 6.3               | 6.4               | 6.3               | 46.0              | 43.0              | 46.0              | 43.0              | 2.5                   | 2.5                   | 113                  | 113                  |
| 86         | 84        | Levine, Huntley, Schmidt, Plapler & Beaver | 6.3               | 5.5               | 6.3               | 5.5               | 41.9              | 36.6              | 41.9              | 36.6              | 6.7                   | 8.1                   | 85                   | 74                   |
| 87         | 85        | Tucker Wayne & Co.                         | 6.2               | 5.1               | 6.2               | 5.1               | 43.3              | 37.4              | 43.3              | 37.4              | 3.6                   | 3.6                   | 106                  | 104                  |
| 88         | 86        | Davis, Johnson, Mogul & Colombatto         | 6.1               | 4.6               | 6.1               | 4.6               | 38.0              | 30.5              | 38.0              | 30.5              | 2.7                   | 4.5                   | 150                  | 101                  |
| 89         | 87        | Ammirati & Puris                           | 6.0               | 5.1               | 6.0               | 5.1               | 40.0              | 34.0              | 40.0              | 34.0              | 2.0                   | 2.5                   | 70                   | 60                   |
| 90         | 88        | Cramer-Krasselt                            | 5.8               | 3.1               | 5.8               | 3.1               | 41.0              | 22.1              | 41.0              | 22.1              | —                     | —                     | 102                  | 64                   |
| 91         | 89        | Helfgott Towne & Silverstein               | 5.6               | 4.8               | 5.6               | 4.8               | 37.0              | 32.0              | 37.0              | 32.0              | —                     | —                     | 54                   | 52                   |
| 92         | 90        | Spiro & Associates                         | 5.5               | 5.1               | 5.5               | 5.1               | 40.9              | 36.2              | 40.9              | 36.2              | 23.5                  | 18.9                  | 120                  | 103                  |
| 93         | 91        | McKinney Silver & Rockett                  | 5.4               | 4.5               | 5.4               | 4.5               | 36.0              | 30.3              | 36.0              | 30.3              | 3.4                   | 2.9                   | 73                   | 66                   |
| 94         | 92        | Smith/Greenland                            | 5.3               | 5.1               | 5.3               | 5.1               | 34.0              | 32.0              | 34.0              | 32.0              | 3.3                   | 3.1                   | 104                  | 106                  |
| 95         | 93        | Venet Advertising                          | 5.2               | 4.8               | 5.2               | 4.8               | 38.2              | 34.3              | 38.2              | 34.3              | 9.3                   | 7.9                   | 129                  | 118                  |
| 96         | 94        | Sawdon & Bess                              | 5.2               | 3.9               | 5.2               | 3.9               | 35.0              | 26.9              | 35.0              | 26.9              | 2.1                   | 1.3                   | 64                   | 60                   |
| 97         | 95        | Group Three Advertising                    | 5.2               | 4.4               | 5.2               | 4.4               | 19.4              | 17.4              | 19.4              | 17.4              | 12.5                  | 11.5                  | 28                   | 40                   |

## Agencies with gross income of \$1-\$5,000,000

| Agency                 | 1981      | 1980      | Agency                   | 1981      | 1980      | Agency                | 1981      | 1980      |
|------------------------|-----------|-----------|--------------------------|-----------|-----------|-----------------------|-----------|-----------|
| Keyes Martin & Co.     | 4,930,000 | 4,824,000 | Valentine-Radford        | 4,771,500 | 4,292,300 | Barnum Communications | 4,610,950 | 3,191,165 |
| Robert A. Becker       | 4,875,000 | 4,600,000 | Fletcher/Mayo/Associates | 4,706,000 | 3,554,000 | Lavey/Wolff/Swift     | 4,600,000 | 3,800,000 |
| Robinsons Inc.         | 4,850,000 | 3,750,000 | North Castle Partners    | 4,682,000 | 3,174,000 | Mandabach & Simms     | 4,600,000 | 3,600,000 |
| Bentley, Barnes & Lynn | 4,804,044 | 3,941,880 | Weightman Inc.           | 4,650,000 | 4,050,000 | Rolf Werner           |           |           |
| McKinney Inc.          | 4,800,000 | 3,810,000 | Muller Jordan Weiss      | 4,635,573 | 4,066,599 | Rosenthal Inc.        | 4,560,931 | 3,919,760 |

| Agency                                   | 1981      | 1980      | Agency                                      | 1981      | 1980      | Agency                              | 1981      | 1980      |
|------------------------------------------|-----------|-----------|---------------------------------------------|-----------|-----------|-------------------------------------|-----------|-----------|
| Stern Walters/Earle Ludgin Inc.          | 4,503,006 | 4,400,934 | Dix & Eaton                                 | 2,900,000 | 2,770,000 | Owens & Associates                  |           |           |
| Ash/LeDonne                              | 4,500,000 | 4,000,000 | Faller Klenk & Quinlan                      | 2,872,000 | 2,020,711 | Advertising                         | 1,930,000 | 1,740,000 |
| Harold Cabot & Co.                       | 4,500,000 | 3,900,000 | Edwin Bird Wilson Inc.                      | 2,867,500 | 2,775,000 | Warner, Bicking &                   |           |           |
| Trout & Ries Advertising                 | 4,493,070 | 3,535,362 | AdCom Inc.                                  | 2,800,000 | 2,300,000 | Fenwick                             | 1,914,816 | 1,878,560 |
| Richardson, Myers & Donofrio             | 4,403,221 | 2,904,140 | Margeotes, Fertitta & Weiss                 | 2,796,800 | 1,594,963 | Marcoa Direct Marketing             | 1,900,000 | 1,800,000 |
| Drossman Yustein Clowes                  | 4,300,000 | 4,200,000 | Firestone & Associates                      | 2,755,400 | 2,651,000 | Ruvane, Leverte                     | 1,900,000 | 1,600,000 |
| Quinn & Johnson                          | 4,300,000 | 3,600,000 | Dugan/Farley Communications Associates      | 2,738,034 | 1,896,680 | Grey Direct                         | 1,893,200 | 1,156,000 |
| Allen & Dorward                          | 4,297,538 | 3,719,799 | Van Brunt & Co.                             | 2,715,000 | 2,437,500 | The Jayme Organization              | 1,889,000 | 1,802,000 |
| Van Sant Dugdale & Co.                   | 4,203,064 | 3,621,598 | James Neal Harvey Inc.                      | 2,700,000 | 3,100,000 | Hammond Farrell Inc.                | 1,882,361 | 1,673,666 |
| Klemtner Advertising                     | 4,170,000 | 3,700,000 | Reiser Williams deYong                      | 2,700,000 | 1,800,000 | John Malmo Advertising              | 1,875,000 | 1,500,000 |
| Widerschein/Strandberg                   | 4,142,756 | 3,294,817 | The Food Group                              | 2,698,066 | 2,557,387 | Reimel Carter Advertising           | 1,870,000 | 1,662,032 |
| Shaller Rubin Associates                 | 4,100,000 | 3,800,000 | Don Tennant Co.                             | 2,697,000 | 2,291,000 | Group Two Advertising               | 1,867,000 | 1,510,000 |
| Colle & McVoy Advertising Agency         | 4,095,517 | 4,030,487 | Kraft Smith Inc.                            | 2,684,833 | 2,536,882 | Gerber Advertising                  |           |           |
| Batz-Hodgson-Neuwoehner                  | 4,069,036 | 2,837,188 | Advertising Inc. (Greenville, S.C.)         | 2,650,000 | —         | Agency                              | 1,850,000 | 1,800,000 |
| Martin/Williams                          | 4,021,600 | —         | Franklin Spier Inc.                         | 2,649,977 | 2,527,544 | Leslie Advertising                  | 1,826,622 | 1,776,483 |
| Brewer Advertising                       | 4,000,524 | 4,264,525 | Kerker & Associates                         | 2,649,500 | 2,140,800 | Weekley & Penny Inc.                | 1,826,143 | 1,628,194 |
| Ehrlich Manes & Associates               | 4,000,000 | 3,250,000 | Jim Johnston Advertising                    | 2,626,732 | 2,570,544 | Alexander Marketing Services        | 1,824,217 | 1,224,114 |
| Muir Cornelius Moore                     | 4,000,000 | 3,500,000 | A&M Associates                              | 2,610,000 | 1,846,000 | Kresser & Robbins                   | 1,800,000 | 1,230,000 |
| Mel Richman Inc.                         | 4,000,000 | 4,478,000 | Frank J. Corbett Inc.                       | 2,600,000 | 2,300,000 | Weitzman, Dym & Associates          | 1,800,000 | 1,650,000 |
| Carmichael-Lynch Advertising             | 3,969,000 | 3,174,000 | Stiefel/Raymond Advertising                 | 2,600,000 | 2,250,000 | Scott Lancaster Jackman             |           |           |
| M.E.D. Communications                    | 3,950,000 | 3,200,000 | Bramson & Associates                        | 2,575,500 | 2,519,000 | Mills Atha                          | 1,775,000 | 862,000   |
| Lois Pitts Gershon                       | 3,912,000 | 2,451,800 | Mike Sloan Inc.                             | 2,560,000 | 2,400,000 | Haddon Advertising                  | 1,771,500 | 1,650,000 |
| Lord, Sullivan & Yoder                   | 3,878,429 | 2,896,046 | Carlson, Liebowitz & Olshever               | 2,552,096 | 2,052,988 | Green & Burkhard                    | 1,762,209 | 949,000   |
| The Richards Group                       | 3,839,000 | 3,036,000 | Tromson Monroe Advertising                  | 2,550,000 | 1,950,000 | Scorggin & Fischer Advertising      | 1,758,634 | 1,594,410 |
| Howard Swink Advertising Agency          | 3,831,057 | 3,486,243 | Barkley & Evergreen                         | 2,536,300 | 2,388,500 | Gumpertz/Bentley/Fried              | 1,753,000 | 1,561,924 |
| Albert Jay Rosenthal & Co.               | 3,795,000 | 3,480,000 | Doe-Anderson Advertising                    | 2,456,746 | 2,224,572 | Cal-Ad Co.                          | 1,750,000 | 1,500,000 |
| Carrafiello-Diehl & Associates           | 3,765,000 | 2,580,000 | Chuck Ruhr Advertising                      | 2,445,440 | 2,288,900 | The D R Group                       | 1,750,000 | 1,461,000 |
| TBWA                                     | 3,750,000 | 3,000,000 | Abert, Newhoff & Burr                       | 2,420,232 | 2,191,087 | Fairfax Inc.                        | 1,750,000 | 1,900,000 |
| Earle Palmer Brown & Associates          | 3,675,000 | 2,667,000 | Stern/Monroe Advertising                    | 2,400,000 | 1,400,000 | Starr/McCombs/Koch                  | 1,725,000 | 1,425,000 |
| Quinland Keene Peck & McShay             | 3,649,070 | 3,597,438 | Savitt Tobias Balk                          | 2,370,045 | 2,134,500 | Louis Benito Advertising            | 1,720,000 | 1,402,000 |
| Goodwin, Dannenbaum, Littman & Wingfield | 3,628,800 | 3,290,200 | Pinne, Garvin & Hock                        | 2,363,802 | 1,726,307 | Schaefer Advertising                | 1,710,000 | 1,545,000 |
| Grant/Jacoby                             | 3,600,000 | 3,000,000 | Simons Michelson Zieve                      | 2,350,000 | 1,900,000 | Dawson, Johns & Black               | 1,680,000 | 1,542,000 |
| Bader Rutter & Associates                | 3,574,748 | 2,638,306 | Stephan & Brady                             | 2,338,656 | 2,015,299 | Gilbert, Whitney & Johns            | 1,680,000 | 1,500,000 |
| Liller Neal Inc.                         | 3,500,496 | 3,192,500 | Winus-Brandon Advertising                   | 2,323,724 | 2,038,355 | Serino, Coyne & Nappi               | 1,677,000 | 1,476,000 |
| Elkman Advertising                       | 3,500,000 | 3,155,000 | Specht, Gilbert & Partners                  | 2,299,000 | —         | Basso Associates                    | 1,675,000 | —         |
| Mathieu, Gerfen & Bresner                | 3,500,000 | 3,000,000 | Juhl Advertising Agency                     | 2,290,000 | 1,946,250 | Robert L. Cohn Inc.                 | 1,672,350 | 1,310,800 |
| Ross Roy/New York-Compton                | 3,500,000 | 3,100,000 | S.R. Leon Co.                               | 2,200,000 | 2,600,000 | Mendoza, Dillon & Asociados         | 1,670,000 | 851,081   |
| Carr Liggett Inc.                        | 3,478,019 | 2,566,179 | Broyles Allebaugh & Davis                   | 2,194,505 | 1,881,734 | Grabner & Cohen                     | 1,650,000 | 1,200,000 |
| Phillips Ramsey Co.                      | 3,389,242 | 2,911,411 | Jordan/Tamraz Caruso Advertising            | 2,190,000 | 1,980,000 | Montgomery & Associates             | 1,650,000 | 1,425,000 |
| Cadwell Davis Savage                     | 3,360,000 | 2,851,000 | Vicom Associates                            | 2,174,877 | 1,787,405 | Poppe Tyson Inc.                    | 1,650,000 | 1,500,000 |
| DBG&H Unlimited                          | 3,330,508 | 2,327,250 | William R. Biggs Associates                 | 2,150,000 | 2,122,000 | Desmond & Associates                | 1,635,000 | 1,485,000 |
| Altman, Stoller, Weiss                   | 3,300,000 | 3,000,000 | Handley & Miller                            | 2,142,860 | 2,021,600 | Stone & Simons                      | 1,632,584 | 1,592,113 |
| Miller Advertising                       | 3,300,000 | 3,000,000 | Symon, Thomas & Hilliard                    | 2,136,000 | 1,969,000 | Jack Levy & Associates              | 1,629,790 | 1,122,000 |
| Slater, Hanft, Martin                    | 3,267,000 | —         | Ackerman & McQueen                          | 2,124,208 | 1,744,412 | BBDM Inc.                           | 1,628,413 | 1,543,675 |
| Thomas G. Ferguson Associates            | 3,265,654 | 2,449,967 | Kenrick Advertising                         | 2,100,000 | 1,100,000 | Eisner & Associates                 | 1,624,342 | 1,338,214 |
| Burrell Advertising                      | 3,250,000 | 2,400,000 | Philip Stogel Co.                           | 2,100,000 | 2,200,000 | Marquardt & Roche                   | 1,610,164 | 1,360,240 |
| Paragon Advertising Agency               | 3,244,000 | 2,595,000 | Chester Gore Co.                            | 2,096,000 | 1,922,700 | West & Gentry Advertising           | 1,605,930 | 1,579,000 |
| Epstein Raboy Advertising                | 3,217,500 | 3,015,000 | Frank C. Nahser Inc.                        | 2,073,000 | 1,500,000 | Shailer Davidoff Rogers             | 1,600,000 | 1,050,000 |
| Marc & Co.                               | 3,200,000 | 2,850,000 | John Paul Itta Inc.                         | 2,065,000 | 1,742,000 | Burton Advertising                  | 1,593,000 | 1,770,000 |
| Kobs & Brady                             | 3,188,414 | 2,801,673 | Popejoy & Fischel Advertising Agency        | 2,045,000 | 1,905,000 | Noble & Associates                  | 1,591,913 | 725,491   |
| Fisher/Feld Inc.                         | 3,150,000 | 3,500,000 | Sherwood & Schneider                        | 2,040,000 | —         | Northrup & Teel                     | 1,588,000 | 1,009,000 |
| Long, Haymes & Carr                      | 3,100,000 | 2,150,000 | Stolz Advertising                           | 2,019,647 | 1,795,263 | Intervision Communications Co.      | 1,537,708 | 1,302,250 |
| Silverman Mower Advertising              | 3,084,851 | 2,086,602 | Kaufman, Lansky, Baker                      | 2,000,000 | 1,000,000 | Dwelle, Bolger & Citrin             | 1,570,736 | 1,313,599 |
| Hood, Hope & Associates                  | 3,076,014 | 2,714,193 | Mutual Media                                | 2,000,000 | 1,650,000 | SAAS Advertising                    | 1,567,000 | 1,334,000 |
| The Pitluk Group                         | 3,045,000 | 2,515,000 | Baxter, Gurian & Mazzei                     | 1,988,000 | 1,950,000 | Cummins, MacFail & Nutry            | 1,566,122 | 1,092,247 |
| Rives Smith Baldwin & Carlberg/Y&R       | 3,035,000 | 2,667,000 | Craig, Lamm, Hensley & Alderman Advertising | 1,987,969 | 1,763,144 | E.H. Brown Advertising              | 1,540,519 | 1,735,732 |
| Burton-Campbell                          | 3,012,026 | 1,724,949 | Marketing Support Inc.                      | 1,981,514 | 1,721,222 | Kelly Advertising                   | 1,540,000 | 1,097,661 |
| Healthmark Communications                | 3,000,000 | 2,500,000 | Vantage Advertising & Marketing Associates  | 1,980,000 | 1,360,000 | Brand Advertising                   | 1,538,943 | 1,608,268 |
| Lang, Fisher & Stashower Advertising     | 3,000,000 | 2,800,000 | Simpson Marketing Communications Agency     | 1,969,362 | —         | Brand Edmonds Associates            | 1,529,035 | 1,318,891 |
| G.M. Feldman & Co.                       | 2,940,000 | 2,831,550 | Giardini/Russell                            | 1,963,418 | 1,519,860 | Zylke Affiliates                    | 1,524,032 | 1,270,900 |
|                                          |           |           | Ralph Kent Cooke Inc.                       | 1,950,004 | 1,775,000 | Tycer-Fultz-Bellack                 | 1,521,153 | 1,179,963 |
|                                          |           |           | David Deutsch Associates                    | 1,950,000 | 1,811,000 | Caraway Kemp Communications         | 1,516,000 | 1,101,861 |
|                                          |           |           | Homer & Durham                              | 1,933,720 | 1,687,140 | Baker, Abbs, Cunningham & Klepinger | 1,515,217 | 1,283,175 |
|                                          |           |           | Knoth & Meads                               | 1,931,000 | 1,655,000 | Yellow Pages Marketing Services     | 1,508,000 | 1,106,500 |
|                                          |           |           |                                             |           |           | Cavallieri, Kleier, Pearlman        | 1,500,000 | 1,750,000 |
|                                          |           |           |                                             |           |           | J. Douglas Fischer Associates       | 1,500,000 | 900,000   |



| Agency                          | 1981      | 1980      | Agency                        | 1981      | 1980      | Agency                        | 1981      | 1980      |
|---------------------------------|-----------|-----------|-------------------------------|-----------|-----------|-------------------------------|-----------|-----------|
| Greenstone & Rabasca . . .      | 1,500,000 | 1,200,000 | Fry Associates . . . . .      | 1,293,214 | 826,475   | Marvin & Leonard              |           |           |
| Maher, Pastor & Stevens . .     | 1,500,000 | 1,150,000 | Marcus Advertising . . . .    | 1,291,278 | 1,904,113 | Advertising . . . . .         | 1,125,000 | 1,125,000 |
| The Siesel Co. . . . .          | 1,500,000 | 1,350,000 | Launey, Hachmann &            |           |           | J.H. Lewis Advertising . . .  | 1,123,010 | 801,138   |
| Beaumont, Heller, Sperling      | 1,497,918 | 1,555,200 | Harris . . . . .              | 1,287,000 | 1,244,000 | Image Dynamics Inc. . . . .   | 1,122,258 | 694,160   |
| Abelson-Taylor Inc. . . . .     | 1,497,237 | 1,195,505 | Greengage Associates . . .    | 1,284,000 | 1,005,150 | The Pihas, Schmidt,           |           |           |
| Healy-Schutte & Comstock        |           |           | Smith, Badofsky & Raffel .    | 1,279,650 | 390,067   | Westerdahl Co. . . . .        | 1,114,592 | 1,261,520 |
| Advertising . . . . .           | 1,492,446 | 1,315,749 | Schein/Blattstein             |           |           | Bailey Lewis &                |           |           |
| Ehrig & Associates . . . . .    | 1,470,348 | 1,445,114 | Advertising . . . . .         | 1,275,000 | 1,124,000 | Associates . . . . .          | 1,112,357 | 936,281   |
| Womack/Claypoole/Griffin        | 1,469,800 | 1,020,091 | Bergelt Advertising . . . .   | 1,266,600 | 1,160,000 | The Ad Agency . . . . .       | 1,108,000 | 998,000   |
| Posey, Parry & Quest . . . .    | 1,465,000 | 1,160,000 | William J. Bologna            |           |           | Dilorio, Wergeles . . . . .   | 1,100,000 | 900,000   |
| Douglas Turner Inc. . . . .     | 1,434,884 | 1,392,250 | International . . . . .       | 1,266,000 | —         | Huntsinger, Jeffer, Van       |           |           |
| Sohigian & Partners . . . . .   | 1,425,000 | 1,350,000 | Blair Advertising . . . . .   | 1,264,393 | 1,331,517 | Groesbeck . . . . .           | 1,096,974 | 829,188   |
| Murray/Bradley . . . . .        | 1,421,676 | 1,279,191 | Fitzgerald Advertising . . .  | 1,262,946 | 1,061,928 | Bergthold, Fillhardt &        |           |           |
| Witherspoon & Associates        | 1,419,319 | 1,131,235 | Winterkorn, Hammond &         |           |           | Wright . . . . .              | 1,096,314 | 691,673   |
| Nowak Barlow Johnson . . .      | 1,417,655 | 1,121,585 | Lillis . . . . .              | 1,260,000 | 1,130,000 | SZF Inc. . . . .              | 1,090,000 | 985,000   |
| Busse & Cummins . . . . .       | 1,413,000 | 1,428,347 | Martin, Sturtevant,           |           |           | Maris, West & Baker . . . .   | 1,080,000 | 963,000   |
| Kamstra Communications . .      | 1,410,000 | 900,000   | Silverman & Marshall . . .    | 1,232,550 | 1,120,500 | Red Barron Inc. . . . .       | 1,078,800 | 898,400   |
| Market Builders . . . . .       | 1,410,000 | 847,500   | SCG Advertising . . . . .     | 1,230,397 | 1,048,614 | Berenson & Isham . . . . .    | 1,068,753 | 1,318,124 |
| Mace Advertising Agency . .     | 1,408,093 | 1,334,193 | Waldbillig & Besteman . .     | 1,221,301 | 1,052,034 | Gulf State Advertising        |           |           |
| The Kamber Group . . . . .      | 1,405,265 | 351,255   | Gottlieb-Miller . . . . .     | 1,220,000 | 1,060,000 | Agency . . . . .              | 1,057,654 | 1,141,302 |
| ClarkeGowardCarr&Fitts . .      | 1,400,000 | 820,000   | Hanson, Fassler &             |           |           | Marketing Directions Inc. . . | 1,052,036 | 699,557   |
| Feldman McPherson Topin         | 1,400,000 | 1,130,000 | Associates . . . . .          | 1,219,000 | 1,219,000 | Winters Franceschi            |           |           |
| GGK New York . . . . .          | 1,400,000 | 1,100,000 | BrainReserve . . . . .        | 1,200,000 | 910,000   | Callahan . . . . .            | 1,050,000 | 600,000   |
| The Jaqua Co. . . . .           | 1,400,000 | 1,050,000 | Warren/Kremer                 |           |           | Sam Lusky Associates . . . .  | 1,046,558 | 1,040,067 |
| Mason & Madison . . . . .       | 1,400,000 | 1,150,000 | Advertising . . . . .         | 1,200,000 | 865,000   | Pearson Clarke &              |           |           |
| Yaffe Berline Inc. . . . .      | 1,400,000 | —         | Winchell Marketing            |           |           | Sawyer . . . . .              | 1,035,000 | 870,000   |
| Three Arts Inc. . . . .         | 1,385,418 | 1,020,238 | Communications . . . . .      | 1,200,000 | 1,050,000 | Sumner, Berry, Brown          |           |           |
| Barry Blau & Partners . . . .   | 1,380,400 | 1,022,230 | R.L. Meyer & Promotions . .   | 1,194,436 | 954,274   | Advertising . . . . .         | 1,032,900 | 663,150   |
| Price/McNabb Advertising        |           |           | Dorland & Sweeney . . . .     | 1,183,686 | 999,391   | Pesin, Sydney & Bernard . .   | 1,032,000 | 856,500   |
| Agency . . . . .                | 1,378,582 | 988,788   | Ensslin & Hall Advertising .  | 1,177,385 | 757,365   | Adler, Schwartz . . . . .     | 1,030,905 | 822,272   |
| Lieberman-Appalucci . . . .     | 1,370,000 | 1,220,000 | Robinson Associates . . . .   | 1,169,371 | 273,710   | Ed Yardang & Associates . .   | 1,025,915 | 851,698   |
| Fern/Hanaway . . . . .          | 1,350,675 | 1,085,369 | John Brown & Partners . . .   | 1,160,972 | 820,762   | Howard H. Monk &              |           |           |
| Berk & Co. . . . .              | 1,350,000 | 750,000   | The Brady Co. . . . .         | 1,154,688 | 1,033,456 | Associates . . . . .          | 1,024,603 | 1,054,275 |
| Carter, Callahan &              |           |           | Weil, Levy & King . . . . .   | 1,150,645 | 1,173,122 | Marc Associates . . . . .     | 1,024,546 | 1,033,187 |
| Associates . . . . .            | 1,348,483 | 934,693   | Behrends & Co. . . . .        | 1,149,850 | 703,950   | Ross Hancock                  |           |           |
| Weber Cohn & Riley . . . . .    | 1,335,000 | 1,697,000 | Murray Salit & Associates . . | 1,149,000 | 1,266,000 | Advertising . . . . .         | 1,022,955 | 735,000   |
| Potter Hazlehurst Inc. . . . .  | 1,319,566 | 1,241,387 | Coakley Heagerty Cos. . . .   | 1,147,919 | 864,729   | Neal Spelce Associates . . .  | 1,018,003 | 989,742   |
| Kaiser Kuhn Bennett &           |           |           | Furman Roth Advertising . .   | 1,130,000 | 1,101,000 | The Phillips Organisation . . | 1,016,500 | 900,000   |
| Sharp . . . . .                 | 1,317,990 | —         | Smith, Kaplan, Allen &        |           |           | Pringle Dixon Pringle . . . . | 1,007,400 | 900,000   |
| Ross Advertising . . . . .      | 1,314,685 | 1,066,762 | Reynolds Advertising          |           |           | Seideman & Moisselle          |           |           |
| Sullivan & Brugnattelli . . . . | 1,305,023 | 1,194,401 | Agency . . . . .              | 1,125,105 | 901,608   | Advertising/Marketing . . .   | 1,003,967 | 769,649   |

## Agencies with gross income under \$1,000,000

| Agency                         | 1981    | 1980    | Agency                        | 1981    | 1980      | Agency                        | 1981    | 1980      |
|--------------------------------|---------|---------|-------------------------------|---------|-----------|-------------------------------|---------|-----------|
| Bermudez & Associates . . .    | 998,000 | —       | John Emmerling Inc. . . . .   | 890,750 | 709,642   | Jerre R. Todd &               |         |           |
| Demaine & Associates . . . .   | 990,242 | 706,099 | Harmon Smith Inc. . . . .     | 890,610 | 779,458   | Associates . . . . .          | 810,000 | 711,292   |
| Menaker & Wright . . . . .     | 986,426 | 647,025 | MarketAide Inc. . . . .       | 883,189 | 1,013,163 | Greene & Claire . . . . .     | 808,900 | 876,600   |
| Glasheen Advertising . . . .   | 986,352 | 239,409 | Borders, Perrin &             |         |           | Gilmore Advertising . . . . . | 805,600 | 630,300   |
| Shaffer/MacGill &              |         |         | Norrander . . . . .           | 880,000 | 570,000   | The Michener Co. . . . .      | 801,187 | 803,631   |
| Associates . . . . .           | 980,385 | 932,124 | Gregory Inc. . . . .          | 879,123 | 708,490   | Woodard Eggers &              |         |           |
| Buckheim & Rowland . . . .     | 966,299 | 727,178 | Cole Henderson Drake . . .    | 879,020 | 855,744   | Schaffer . . . . .            | 800,000 | —         |
| Scharfberg & Associates . . .  | 965,000 | 850,000 | M.L. Grant Inc. . . . .       | 875,000 | 1,100,000 | Stiegler & Wells . . . . .    | 793,100 | 508,480   |
| Dudreck DePaul Ficco &         |         |         | Hart Services . . . . .       | 873,000 | 769,000   | The Stimpson Associates . .   | 790,037 | 703,114   |
| Morgan . . . . .               | 964,000 | 701,100 | Andrews-Mautner Inc. . . .    | 870,000 | 675,000   | Cohen & Marino . . . . .      | 790,000 | 545,000   |
| Adams, Rickard & Mason . .     | 956,507 | 577,884 | Emerson/Nichols/Bailey . .    | 869,645 | 538,335   | Smith & Yehle Inc. . . . .    | 783,575 | 715,868   |
| Danart Advertising             |         |         | Reeds & Farris Advertising    | 868,000 | —         | Nader & Associates . . . . .  | 780,232 | 716,024   |
| Associates . . . . .           | 954,900 | 531,441 | Hazard Advertising . . . . .  | 860,000 | 800,000   | Vance-Mathews . . . . .       | 780,045 | 720,181   |
| Ward Archer &                  |         |         | Ferber Janklow Chimbel        |         |           | Jack Cantwell Inc. . . . .    | 773,765 | 1,204,970 |
| Associates . . . . .           | 953,345 | 809,930 | Bender . . . . .              | 858,999 | 720,733   | Wray/Ward Advertising . .     | 772,595 | 609,068   |
| Fensholt Inc. . . . .          | 953,011 | 735,231 | Gardner Communications . .    | 852,600 | 802,650   | Myers & Associates . . . . .  | 768,870 | 461,463   |
| Intermarco Advertising . . .   | 950,000 | 70,000  | Fearon/O'Leary                |         |           | Fogarty & Klein . . . . .     | 768,000 | —         |
| Horlick Levin Hodges           |         |         | Associates . . . . .          | 840,503 | 765,000   | Ashby & Associates . . . . .  | 760,000 | 675,000   |
| Advertising . . . . .          | 944,000 | 912,000 | Lipman Advertising . . . . .  | 835,193 | 724,492   | Wybie Advertising . . . . .   | 756,783 | 809,419   |
| Communicators Inc. . . . .     | 940,000 | 785,000 | Stone, August & Co. . . . .   | 831,760 | —         | Bowes/Hanlon Advertising      | 754,804 | 528,076   |
| Sawyer Advertising . . . . .   | 917,764 | 724,933 | Richardson, Thomas &          |         |           | Finnegan & Agee . . . . .     | 751,834 | 583,185   |
| Anesh, Viseltar,               |         |         | Bushman . . . . .             | 831,200 | 679,438   | Spencer, Bennett, Nowak . .   | 750,000 | 450,000   |
| Gumbinner . . . . .            | 914,972 | 775,400 | LaBelle & Shalbetter . . . .  | 830,000 | 783,930   | Lessner Slossberg Gahl &      |         |           |
| Donald L. Arends . . . . .     | 905,600 | 838,800 | Mullen Advertising . . . . .  | 825,000 | 675,000   | Partners . . . . .            | 749,045 | —         |
| Lawrence Butner                |         |         | R.S.M.&K. . . . .             | 819,010 | 741,000   | Daniel Glassman               |         |           |
| Advertising . . . . .          | 902,070 | 763,990 | E.H. Rogers & Co. . . . .     | 815,000 | 780,000   | Advertising . . . . .         | 745,150 | 638,270   |
| Contemporary Marketing         |         |         | Ira Thomas Associates . . . . | 813,566 | 751,901   | Outdoor Products              |         |           |
| Inc. . . . .                   | 900,000 | 815,000 | Cranfill Advertising          |         |           | Marketing . . . . .           | 743,065 | 306,500   |
| Lenac, Warford, Stone . . .    | 900,000 | —       | Agency . . . . .              | 810,000 | 825,000   | Advertising Inc. (Tulsa) . .  | 740,659 | 596,776   |
| Pool/Sarraille Advertising . . | 900,000 | 450,000 | deBruyn Rettig                |         |           | Axelband & Brown &            |         |           |
| Ken Schmidt Co. . . . .        | 899,913 | 584,941 | Advertising . . . . .         | 810,000 | 620,000   | Associates . . . . .          | 735,316 | 713,889   |

| Agency                                       | 1981    | 1980    | Agency                                       | 1981    | 1980      | Agency                              | 1981    | 1980    |
|----------------------------------------------|---------|---------|----------------------------------------------|---------|-----------|-------------------------------------|---------|---------|
| Wm. L. Baxter Advertising                    | 731,978 | 589,259 | H.T. Fenton Associates                       | 593,495 | 558,000   | Jacobson Advertising                | 465,000 | 370,000 |
| Cappiello & Chobrowe                         | 725,000 | 600,000 | Markmakers Inc.                              | 592,000 | 1,030,001 | Tobias Advertising                  | 465,000 | 335,000 |
| LaChance Goodchild & Eidson                  | 720,000 | 615,000 | Harold E. Flint & Associates                 | 588,850 | 761,635   | The Marcus Group                    | 464,100 | 391,886 |
| GKD Advertising                              | 715,000 | 550,000 | Darien, Russell & Hill                       | 583,733 | 501,004   | Miller, Addison Steele              | 463,000 | —       |
| Don Hansen Advertising                       | 710,000 | 638,000 | AMS Advertising                              | 580,500 | 388,500   | Storey, Berman & Freer              | 462,900 | 235,500 |
| Estey-Hoover                                 | 706,425 | 711,806 | Cunningham, Sly & Associates                 | 577,500 | 490,000   | Steen Advertising                   | 462,000 | 482,000 |
| George P. Clarke Advertising                 | 704,632 | 657,472 | Ackerman Advertising Communications          | 575,000 | 510,000   | Cummings/McPherson/Jones & Porter   | 461,000 | 444,000 |
| Barney & Patrick Advertising                 | 704,271 | 603,638 | Bailey Orner Makstaller                      | 575,000 | 791,200   | Nissen Advertising                  | 460,000 | 415,000 |
| Brand Advertising                            | 703,853 | 735,718 | QML Communications                           | 570,000 | 390,000   | Hoepfner Advertising                | 454,750 | 384,875 |
| Hart/Conway                                  | 703,411 | 625,742 | Stral Advertising                            | 570,000 | 460,000   | Levy, Sussman & Levine              | 450,000 | 345,000 |
| Goldfarb Hoff & Co.                          | 702,000 | 498,000 | Hottman Edwards Advertising                  | 569,216 | 517,018   | Reid Advertising & Public Relations | 450,000 | 425,000 |
| Knudsen, Gardner & Howe                      | 700,000 | 675,000 | Wimmershoff & Associates                     | 568,891 | 331,346   | Allen E. Mattingly Inc.             | 447,628 | 215,000 |
| Fortis Fortis Advertising                    | 698,000 | 315,000 | Sheldon Fredericks Advertising               | 565,000 | 527,000   | Sheffer & Peters Advertising        | 444,616 | 431,351 |
| Starr Advertising                            | 694,100 | 736,111 | Harant Soghigian Advertising                 | 562,374 | 376,624   | Chase/Ehrenberg & Rosene            | 442,500 | —       |
| Woods Brothers Agency                        | 693,000 | 700,000 | Advertising, Boelter & Lincoln               | 560,000 | —         | The McFarland Group                 | 442,200 | 341,790 |
| Campbell, Shelton & Dyer                     | 692,644 | —       | Harry P. Bridge Co.                          | 555,000 | 585,000   | Jaeger Advertising                  | 440,000 | 400,000 |
| Wendt Advertising Agency                     | 686,785 | 677,730 | Roberta Kenney Advertising                   | 555,000 | 500,000   | Jackson/Petzold                     | 438,865 | 405,329 |
| Bullock & Haggart Advertising                | 683,774 | 134,769 | Connor-Sager Associates                      | 553,718 | 528,268   | Victor Wademan & Co.                | 436,018 | 305,602 |
| Gene Wolfe & Co.                             | 677,397 | 565,960 | Crumbley Robertson Riley Advertising         | 550,000 | 470,000   | Eagle Advertising                   | 432,500 | 370,000 |
| Karsh & Hagan                                | 676,845 | 541,163 | Duffy, Knutson & Oberprillers                | 550,000 | 200,000   | Brigham/Scully Inc.                 | 432,000 | 288,000 |
| Mullen Advertising & Public Relations        | 675,000 | 600,000 | The Perrett Co.                              | 549,000 | 485,000   | Cox Advertising                     | 430,000 | 205,000 |
| The Creative Advertising Co.                 | 673,325 | 551,854 | Gene K. Kolber Advertising                   | 540,000 | 425,000   | O'Neil, Jalbert & Gould             | 426,000 | 318,000 |
| Throckmorton & Zolfo Associates              | 670,000 | 525,000 | Gish, Sherwood & Friends                     | 534,992 | —         | Marx/David Advertising              | 420,000 | 140,000 |
| Soderberg MacEwan                            | 667,032 | 721,849 | Louis & Saul Advertising                     | 532,800 | 168,750   | Rathke Blair Kerns & Frost          | 419,174 | 297,178 |
| Roggers, French & Co.                        | 665,332 | 621,991 | Lesko Inc.                                   | 530,000 | 530,000   | Webb & Associates                   | 416,708 | 310,607 |
| Lane & Leslie Advertising Agency             | 665,000 | 465,000 | Hill, Hays Associates                        | 526,500 | 340,000   | Arnold, Hoff & Associates           | 411,000 | 365,000 |
| Gallagher Group                              | 661,000 | 630,660 | May/Partners                                 | 525,000 | 560,000   | West & Brady                        | 409,666 | 482,417 |
| Jonathan Advertising                         | 658,400 | 365,000 | Peterson-Morris Inc.                         | 525,000 | 450,000   | FitzSimons Advertising              | 405,000 | 285,000 |
| Patterson Advertising Agency                 | 657,380 | 521,255 | Eagen, Curtis & Hickman                      | 520,440 | 474,419   | Howard E. Mitchell Jr. Advertising  | 401,642 | 280,856 |
| Buyer Advertising                            | 656,749 | 578,079 | Cohan & Paul                                 | 520,000 | 464,000   | HMK Advertising                     | 400,000 | 390,000 |
| Graphicus 14                                 | 652,226 | 520,000 | The John Volk Co.                            | 515,779 | 406,000   | Mealer & Emerson                    | 400,000 | 350,000 |
| Burch Myers Cuttie                           | 651,766 | 254,788 | Gardiner Advertising Agency                  | 514,450 | 377,411   | Mohawk Advertising                  | 400,000 | 310,000 |
| Alamo Ad Center                              | 650,000 | —       | Strother & Faltis                            | 510,000 | 441,000   | Keye Advertising                    | 399,042 | 349,819 |
| Paul A. DeJesse Advertising                  | 650,000 | 265,000 | Sheehy & Knopf                               | 508,090 | 676,952   | Smith Advertising & Associates      | 398,000 | 450,000 |
| Haller Schwarz                               | 650,000 | 405,000 | Deepe & Associates                           | 506,959 | 370,833   | Bolt Advertising                    | 394,533 | 351,301 |
| Rhea & Kaiser Advertising                    | 650,000 | —       | Tri-State Advertising                        | 503,798 | 479,207   | Marketing Group                     | 390,000 | 350,000 |
| Covey & Koons                                | 637,233 | 695,838 | Alstin Advertising                           | 500,000 | 415,000   | Kalmer Ad/Marketing                 | 385,000 | 540,000 |
| Barritt, Larsen, Peck & Farnell Advertising  | 637,000 | 901,710 | McLaughlin, DelVecchio & Casey               | 500,000 | 455,000   | Manning & Associates                | 385,000 | 350,000 |
| Shaw Elliott Inc.                            | 631,784 | 610,187 | Wolkas Advertising                           | 490,000 | —         | Jackson/Ridey & Co.                 | 384,593 | 319,171 |
| Dickison Rakaseder                           | 630,000 | 420,000 | Ballotta, Napuran & Co.                      | 488,300 | 216,000   | Laven, Fuller & Perkins             | 381,409 | 385,440 |
| Mosconi                                      | 624,000 | 558,000 | Knight Advertising Communications            | 487,400 | 430,719   | Fischbein Advertising               | 377,119 | 332,343 |
| Huwen & Davies                               | 624,000 | 558,000 | Fotheringham & Associates                    | 485,000 | —         | Zam & Kirshner & Geller             | 375,892 | 277,400 |
| Larson, Bateman & McAllister                 | 616,892 | 718,869 | Harold Miller Marketeer                      | 485,000 | 460,000   | JRL Advertising & Sales Promotion   | 375,000 | 390,000 |
| Slisinger, Yaranoff & Associates Advertising | 615,000 | 550,000 | Brady, Goode & Aiken Advertising             | 484,562 | 329,218   | Warren & Epstein Advertising        | 375,000 | —       |
| Keroff & Rosenberg Advertising               | 614,039 | 419,000 | Emery Advertising                            | 480,000 | 400,000   | Z/E/A Marketing Communications      | 375,000 | 402,000 |
| William Cain Inc.                            | 610,000 | 510,000 | George, Gibbs, Hammerman & Myers Advertising | 480,000 | 690,000   | Zubi Advertising Services           | 375,000 | 262,500 |
| Gann-Dawson                                  | 609,846 | 621,228 | Ted Barkus Co.                               | 475,000 | 390,000   | Robert K. Butcher & Associates      | 373,000 | 339,000 |
| Naftzger & Kuhe                              | 609,064 | 459,650 | Gregory & Clyburne                           | 475,000 | 200,000   | MAP Advertising Agency              | 367,453 | 335,737 |
| Adair Associates                             | 607,742 | 733,000 | Landers & Partners                           | 475,000 | —         | AN Partners                         | 367,000 | 241,000 |
| Robwood Associates                           | 605,000 | 575,000 | Meldrum & Campbell Advertising               | 475,000 | 454,425   | Wilson, Frank & Associates          | 365,000 | 315,000 |
| Stuart Williams Associates                   | 604,000 | 728,000 | J.W. Prendergast & Associates                | 475,000 | 420,000   | Sharp, Hartwig & Vladimir           | 360,910 | 290,600 |
| Don Costello & Co. Advertising               | 600,150 | 471,000 | Martin Fiderer Associates                    | 473,000 | 315,000   | Hicks & Grayson                     | 360,845 | 271,563 |
| Communications                               | 600,000 | 450,000 | Len Scholl & Co.                             | 470,000 | 415,000   | GAMS Chicago Inc.                   | 360,000 | 285,000 |
| H. Whitney Cutler Advertising                | 600,000 | 450,000 | Wank, Williams & Neylan                      | 469,301 | 381,294   | Dulaney Advertising                 | 354,829 | 308,120 |
| Paula Green Inc.                             | 600,000 | 570,000 | Richmond Advertising/Reinhold Associates     | 466,903 | 493,375   | Burdette Advertising                | 354,694 | 236,450 |
| Haddad, Lawrence Advertising                 | 600,000 | 525,000 |                                              |         |           | Fricke 3 Inc.                       | 354,362 | 272,602 |
| The Jason Group                              | 600,000 | 632,000 |                                              |         |           | Cantin Hautau Elliott               | 353,350 | 115,000 |
| Larwin/Livers Associates                     | 600,000 | 487,000 |                                              |         |           | Maxwell Arnold, Jackson & Smyth     | 350,000 | —       |
| Thompson Torchia & Dymond                    | 600,000 | 475,000 |                                              |         |           | Hinkle Brown Bloyed                 | 350,000 | 240,000 |
|                                              |         |         |                                              |         |           | Lee Keeler Inc.                     | 350,000 | 350,000 |
|                                              |         |         |                                              |         |           | The Matlin Co.                      | 350,000 | 325,000 |
|                                              |         |         |                                              |         |           | The Communicators Group             | 349,900 | 268,700 |



| Agency                                 | 1981    | 1980    | Agency                                  | 1981    | 1980    | Agency                                          | 1981    | 1980    |
|----------------------------------------|---------|---------|-----------------------------------------|---------|---------|-------------------------------------------------|---------|---------|
| Dini Advertising                       | 345,315 | 213,382 | Charles Advertising                     | 245,000 | —       | Marbro Advertising                              | 139,973 | 193,992 |
| Kinzie & Green                         | 343,840 | 343,446 | Perry Ballard Advertising               | 242,577 | 201,156 | Bruce, Henry & Davis                            |         |         |
| Charles Sweeney & Associates           | 341,439 | 302,494 | Culpepper & Associates                  | 240,180 | 174,845 | Advertising                                     | 138,947 | 99,465  |
| Garfield-Linn & Co.                    | 337,500 | 340,000 | Rubicom Associates                      | 235,820 | 173,350 | Kreicker & Meloan                               | 136,663 | 118,810 |
| Herder, Swanson Van Hercke Advertising | 337,500 | 295,000 | Carter Advertising                      | 235,137 | 177,361 | Dunshee & Co.                                   | 135,000 | 135,000 |
| Jones, Anastasi & Mitchell             | 332,000 | 291,000 | Gibney Associates                       | 235,000 | 225,000 | Fillman Advertising                             | 131,330 | 103,500 |
| Intermark Inc.                         | 331,261 | 262,966 | Blumenthal/Herman Advertising           | 230,048 | 191,487 | Butler-Turner Advertising                       | 130,326 | 175,097 |
| Chittick Egan Advertising              | 330,000 | 250,000 | Richard L. Kaye & Co.                   | 224,500 | 225,000 | Adworks Advertising                             | 127,552 | 34,875  |
| Fulcher/Brownfeld                      | 330,000 | 525,000 | Image Advertising                       | 220,000 | 280,000 | Adams & Longino Advertising                     | 125,298 | —       |
| Klein/Richardson                       | 330,000 | 225,000 | Bernard K. Paulus Associates            | 220,000 | 85,000  | Amsterdam Advertising                           | 125,076 | 88,015  |
| Supermedia                             | 330,000 | 240,000 | Sydney Schreiber Inc.                   | 219,000 | 156,000 | Mills Advertising                               | 125,000 | 100,000 |
| Johannesson, Reeser & Associates       | 326,930 | 281,663 | BB&W Advertising                        | 217,099 | 306,380 | Selwyn-Simpson & Associates                     | 125,000 | 115,000 |
| Gabel Advertising                      | 324,812 | 318,497 | Benefield, Levinger & Associates        | 213,309 | 226,001 | Henry Nachman Associates                        | 124,000 | 119,000 |
| Wooding & Housley                      | 320,000 | —       | Marcom Inc.                             | 213,254 | 155,800 | Peter Forstenzer Advertising                    | 122,095 | —       |
| Elbert Advertising Agency              | 315,250 | 257,204 | Perspectus Agency                       | 211,583 | 166,920 | P.B. Wilkinson Inc.                             | 116,000 | 103,000 |
| Russell Baker Inc.                     | 315,000 | 225,000 | Culver Advertising                      | 210,000 | 185,000 | Triad                                           | 115,000 | 78,300  |
| Woods-Donahue Advertising              | 315,000 | 300,000 | Jiloty, Shipley & Associates            | 210,000 | —       | McCurdy Inc.                                    | 114,500 | 82,500  |
| TDM Advertising                        | 310,000 | 145,000 | S.M. Sachs & Associates                 | 210,000 | 190,000 | Kohler/Twin Cities                              | 113,597 | —       |
| Shipley Associates                     | 308,000 | 278,000 | Ray Hall Advertising & Public Relations | 208,907 | —       | Walker Associates                               | 113,237 | —       |
| Pace Advertising & Public Relations    | 303,173 | 291,512 | Bernard & Co.                           | 207,109 | 168,332 | Sorensen/Evans Advertising                      | 113,000 | —       |
| Earle Bower Associates                 | 301,000 | 276,000 | Black & Musen                           | 205,000 | 172,000 | SEM Communications                              | 109,800 | 91,500  |
| William F. Arens & Associates          | 300,000 | 225,000 | Mallof, Abruzzo & Nash Marketing        | 204,356 | 121,697 | Lloyd G. Jakeway Advertising & Public Relations | 109,000 | 109,000 |
| Buxton Advertising Agency              | 300,000 | 275,000 | Groseclose & Poindexter Advertising     | 203,629 | 126,186 | Kelleher, Bamberger, Terry                      | 105,800 | 103,000 |
| Detrow & Underwood                     | 300,000 | 275,000 | Sader & Ackerman                        | 203,000 | —       | R.C. Schade & Associates                        | 100,481 | 77,534  |
| Dallas C. Dort & Co.                   | 300,000 | 300,000 | Barner & Associates                     | 200,000 | 125,000 | Ralph Schiff Inc.                               | 100,000 | 52,000  |
| MacGibbon & Kobasic                    | 300,000 | 240,000 | Blackwood & Associates                  | 200,000 | —       | Phelps Advertising & Marketing                  | 99,300  | 87,400  |
| Market Development Group Intl.         | 300,000 | —       | Ribnick & Associates                    | 200,000 | 200,000 | Walters & Co.                                   | 99,093  | 84,613  |
| Marstrat Inc.                          | 300,000 | 335,000 | Kopf & Isaacson Advertising             | 199,500 | —       | Impressive Advertising                          | 94,668  | 92,051  |
| Preston Advertising                    | 300,000 | 150,000 | Harold M. Mitchell Inc.                 | 198,378 | 240,412 | Champion Inc.                                   | 93,000  | 85,000  |
| Reynolds-Sullivan Advertising          | 300,000 | 250,000 | Maurice Paulsen Advertising             | 196,182 | 172,790 | Thorwald & Haresnape                            | 92,102  | 133,442 |
| Blanchard & Associates                 | 296,495 | 265,934 | Centormedia Inc.                        | 195,154 | 222,691 | CTS Associates                                  | 85,000  | —       |
| Hinton, Steel & Nelson                 | 295,441 | 277,698 | Douglas Bewick Advertising              | 195,000 | 165,000 | Bitton Inc.                                     | 83,000  | 84,000  |
| Horwitz, Mann & Bukvic Advertising     | 295,300 | 278,413 | Jack Mathis Advertising                 | 188,774 | 183,085 | Norman R. Anderson & Associates                 | 82,500  | 75,000  |
| Gerald Patlis Advertising              | 293,832 | 258,000 | Intech Advertising                      | 187,500 | 153,500 | Melvin E. Bach & Co.                            | 82,500  | —       |
| T.S. Jenkins & Associates              | 293,387 | 281,392 | Farris Advertising                      | 185,000 | 165,000 | N. Armstrong Advertising Agency                 | 81,000  | 61,000  |
| Parsons, Friedmann & Central           | 292,464 | 269,170 | Friedman Associates                     | 180,000 | 180,000 | Greene-Webb Associates                          | 76,000  | —       |
| Goff Communications                    | 290,216 | 292,482 | Multimedia Advertising                  | 180,000 | 160,914 | Media Selection Corp.                           | 76,000  | —       |
| Riallus Advertising                    | 290,000 | 237,000 | Eddy-Rucker-Nickels Co.                 | 179,375 | 270,109 | Boyce Advertising                               | 74,000  | —       |
| The Summit Group                       | 290,000 | 180,000 | Jerome H. Schmelzer & Associates        | 179,000 | 117,000 | Advertising & Art Council Inc.                  | 72,441  | 72,450  |
| Clarity Coverdale Advertising          | 289,190 | 157,740 | Gonsor-Wilson Communications            | 175,000 | —       | David Hughley Advertising Agency                | 61,530  | 48,801  |
| Alan Frank & Associates                | 288,556 | 511,878 | Albright & Price                        | 171,010 | 124,573 | Merrill, McEnroe, Fox & Associates              | 60,000  | 45,700  |
| Herb Gross & Co.                       | 285,000 | 200,000 | High Plains Advertising                 | 167,915 | 287,624 | Collingwood, Kidder & Associates                | 58,212  | —       |
| Shaffer Shaffer Shaffer Inc.           | 285,000 | 3,750   | Weed Advertising                        | 166,116 | 102,171 | The Answer Group                                | 57,750  | 81,604  |
| Smelkinson, Cerrati & Co.              | 284,000 | 215,000 | The Advertising Agency                  | 165,000 | 130,000 | Lundmark Advertising & Design                   | 51,000  | 32,400  |
| The Com/Tech Group                     | 278,247 | 245,739 | McCartney-Gray of Dallas                | 165,000 | —       | Jim Kirkpatrick & Associates                    | 50,000  | 30,000  |
| Greenwald/Christian Advertising        | 277,500 | —       | Admark Advertising                      | 163,460 | 152,975 | John L. Moorhead Advertising/Public Relations   | 40,000  | 86,000  |
| Charles Crone Associates               | 275,000 | 285,000 | Krate/Huber Associates                  | 163,167 | —       | Michael W. Schoen Co.                           | 39,000  | —       |
| Carl Guldberg Associates               | 275,000 | 280,000 | Faber Shervey Advertising               | 160,800 | 132,042 | Concept Three                                   | 36,500  | —       |
| Jan Gardner & Associates               | 273,049 | 284,098 | Lindell-Keys                            | 160,000 | 150,000 | Scott & Scott Advertising                       | 36,000  | 40,000  |
| Renner/Burns Advertising               | 270,000 | 195,000 | Bernard Popick Associates               | 159,935 | 241,000 | Ethos Public Relations & Advertising            | 34,000  | 36,975  |
| Sampson & Cranor                       | 270,000 | 180,000 | Clement & Ganfield Inc.                 | 159,453 | 137,097 | Cornish & Brown-Cross                           | 31,500  | 16,200  |
| Aikins, Marling & Morris               | 268,073 | 198,516 | Venture                                 | 158,536 | 126,557 | Harrison Associates                             | 31,000  | 16,000  |
| Johnson & Braesch Advertising          | 264,750 | 88,250  | Tandem Inc.                             | 155,000 | 130,000 | R.J. Damisch Advertising & Marketing            | 30,000  | 37,500  |
| The Kohler Co.                         | 261,365 | —       | Edward Ratner Advertising               | 150,000 | —       | Crescent Communications                         | 22,670  | 13,508  |
| Baxter/Seivert Associates              | 259,325 | 207,894 | David Bockel & Associates               | 145,038 | 112,000 | James L. Dow Co.                                | 18,000  | 19,000  |
| The Hiebing Group                      | 258,394 | —       | Johnston Advertising & Public Relations | 145,000 | 64,000  | Mail Design Communications                      | 17,934  | —       |
| Mills Communications                   | 258,000 | 241,000 | Dana Jones & Friends                    | 145,000 | 100,000 | Artim Advertising                               | 10,261  | —       |
| Rozier, Sumner & Berry                 | 257,794 | 309,885 | J. Ronald Gaffe Inc.                    | 143,414 | 204,721 |                                                 |         |         |
| MSA Advertising                        | 255,000 | 241,500 | Brown Advertising                       | 143,330 | 137,250 |                                                 |         |         |
| Great Western Advertising              | 251,615 | 294,810 | The Chrystal Direct Marketing Group     | 141,019 | —       |                                                 |         |         |
| Buzzard Inc.                           | 251,000 | 205,000 | Jerome Hirsch & Associates              | 140,000 | 130,000 |                                                 |         |         |
| Everett, Brandt & Bernauer             | 246,284 | 249,740 |                                         |         |         |                                                 |         |         |
| Haselow & Associates                   | 246,000 | 193,000 |                                         |         |         |                                                 |         |         |



## Gross income over \$15,000,00

0.3%.

The agency has 1,095 employees in 13 U.S. offices. A year ago it had 1,035 in nine U.S. offices. It did not report the number of employees in 29 overseas offices.

Top execs: O. Milton Gossett, chairman-ceo; Robert O. Jordan, vice-chairman; Robert H. Savage, president; Robert H. Huntington, exec vp-coo. Phone: (212) 754-1100.

### Creamer Inc.

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$25,000,000 | \$18,300,000 |
| Total        | \$25,000,000 | \$18,300,000 |

Creamer Inc., New York, reported gross income of \$25,000,000 in 1981 on billings of \$167,000,000. Its gross income in 1980 was \$18,300,000 on billings of \$122,000,000.

Volume in 1981 consisted of \$134,000,000 in media, \$18,000,000 in materials and services and \$15,000,000 in capitalized fees. In 1980, volume consisted of \$95,000,000 in media, \$18,000,000 in materials and services and \$9,000,000 in capitalized fees.

In 1981, the agency gained the following accounts: Progresso Foods; Etonic; BASF-Wyandotte; Maidenform, billing \$2,000,000; Duffy-Mott; Franklin Savings Bank; Maremont Corp., and Taylor Rental, billing \$1,200,000.

It lost Grumman Corp. and Nixdorf Computer.

The agency last year acquired Horton Church & Goff and Chalek, Dreyer, Comerford & Lubalin.

Billings breakdown: Newspapers 8%, magazines 35%, supplements 1%, radio 5%, network tv 17%, spot tv 31%, outdoor 1%, other 2%.

The agency has 512 employees in six offices; a year ago it had 380 employees in five offices.

Top execs: Donald E. Creamer, chairman, president-ceo; H.L. Strauss, vice-chairman-coo, and Herbert Burger, E. Wyatt Hicks, Peter Lubalin, Albert J. Bouchard Jr., Donald C. Porteus and William E. Sprague, exec vps. Phone: (212) 887-8000.

### Cunningham & Walsh

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$36,740,000 | \$31,307,000 |
| Total        | \$36,740,000 | \$31,307,000 |

Cunningham & Walsh, New York, reported gross income of \$36,740,000 in 1981 on billings of \$285,950,000. Its gross income in 1980 was \$31,307,000 on billings of \$240,825,000.

Volume in 1981 consisted of \$243,950,000 in media, \$25,750,000 in materials and services and \$13,250,000 in capitalized fees. In 1979, volume consisted of \$204,745,000 in media, \$23,580,000 in materials and services and \$12,500,000 in capitalized fees.

In 1981, the agency gained the following accounts: Sunbeam Appliance Co., billing \$2,000,000; Qantas Airways Ltd. (United Kingdom & Europe); Esmark Inc.'s Jensen Sound Labs; Dallas Morning News; Emerson Electric's Skil Corp. (portable electric power tools), billing \$2,000,000; Gannett Co.'s Oakland Tribune and Eastbay Today newspapers; Anixter Bros.; Carme Inc. (Jojoba Farms personal care products) La Quinta Motor Inns; Fortune Systems Corp.; Breeder's Choice Pet Foods Inc. (Walter Kendall's Fives); Tahiti Tourist Board; Punta Gorda Isles; G.D. Searle & Co. (new products); Mitsubishi Motor Sales of America (passenger car and trucks), billing \$10,000,000, and Harte-Hanks Communications.

It lost Bank of California and C. F. Mueller (new products).

Billings breakdown: Newspapers 12%, magazines 35%, radio 2%, network tv 33%, spot tv 6%, outdoor 12%.

The agency has 630 employees in five offices; a year ago it had 604 employees in four offices. Top execs: Carl W. Nichols, chairman-coo; Anthony C. Chevins, president-coo; Donald P. Carter, director, central region; Horace M. Malfa, general manager/eastern region, and the following regional execs—Warren E. Albright, Nathaniel B. Allan, William T. Brooks, John T. Doherty, Frank P. McDonald, Arthur R. Meranus, Charles E. Rogers and Arthur E. Wright. Phone: (212) 683-4900.

### Dailey & Associates

| Gross Income  | 1981          | 1980          |
|---------------|---------------|---------------|
| U.S.          | \$13,095,923  | \$8,139,059   |
| International | 5,436,090*    | 4,065,159*    |
| Total         | \$18,532,013* | \$12,204,218* |

\*AA Estimate

Dailey & Associates, Los Angeles, had estimated gross income of \$18,532,013 in 1981 on billings of \$142,216,159. Its gross income in 1980 was \$13,224,218 on billings of \$111,371,664. Of that total, 1981 international gross income was estimated at \$5,436,090; in 1980, its international gross income was estimated at \$4,065,159.

Domestic volume of \$87,306,159 in 1981 consisted of \$53,872,122 in media, \$14,185,738 in materials and services and \$19,248,299 in capitalized fees. In 1980, volume of \$69,593,488 consisted of \$46,915,244 in media, \$10,576,076 in materials and services and \$12,102,168 in capitalized fees.

Dailey reported non-U.S. volume of \$54,910,000 in 1981 and \$41,778,176 in 1980. It did not break out overseas volume.

In 1981, the agency gained Foremost-McKesson's Armor All products; Hunt-Wesson's Sunlite oil, Reddi-Wip and new products; Crown Zellerbach; Fairmont Hotel Co.; Fuller-O'Brien Paints; Philippine Ministry of Tourism, and Olympic Valley Assn.

It lost Grantree Furniture.

Billings breakdown: Newspapers 6%, magazines 22%, radio 18%, network and spot tv 29%, outdoor 3%, other 22%.

The agency has 548 employees in 13 offices, with 260 in its two U.S. offices. A year ago it had 332 in 12 offices, with 207 in two U.S. offices. Top execs: Peter H. Dailey, chairman; Phillip Joanou, president-general manager; Clifford Einstein, vice-chairman-creative director; Gene Stokes, vice-chairman-managing director, San Francisco. Phone: (213) 386-7823.

### Dancer Fitzgerald Sample

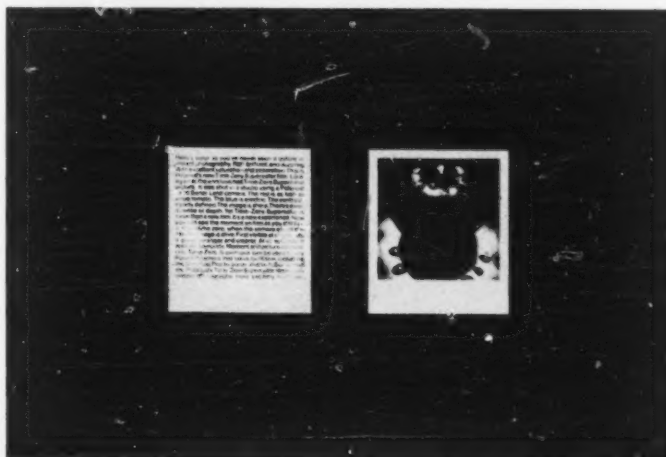
| Gross Income  | 1981         | 1980         |
|---------------|--------------|--------------|
| U.S.          | \$76,400,900 | \$70,360,000 |
| International | 8,800,000    | 6,000,000    |
| Total         | \$85,200,900 | \$76,360,000 |

Dancer Fitzgerald Sample, New York, reported gross income of \$85,200,900 in 1981 on billings of \$599,600,000. Its gross income in 1980 was \$76,360,000 on billings of \$558,360,000.

The agency's U.S. volume was \$520,000,000 in 1981 and \$505,000,000 in 1980. It did not break down those figures. The agency's overseas volume was \$79,600,000 in 1981 and \$53,360,000 in 1980. Included in the agency's results are the billings and gross income of the following U.S. subsidiaries: Program Syndication Ser-

## Doyle Dane Bernbach

We were conceived in the belief that you can do everything right in the marketing process and still fail if your advertising message, however right it may be, isn't phrased and pictured by a great talent that pierces a customer's wall of resistance. Our goal is to gain all the marketing knowledge we can about a problem. But we know that knowledge is just a beginning, not an end. It's how creatively you use that knowledge that makes the sale. Properly practiced, creativity must result in greater sales more economically achieved. Properly practiced, creativity can lift claims out of the swamp of sameness and make them accepted, believed, persuasive, urgent. It's the most practical thing a business can employ.



vices, Tomorrow Entertainment and DFS/Wegener Agricultural Group.

In 1981, the agency gained the following accounts: General Mills Fundimensions division; Parker Bros. Canada; Greater New York Toyota Dealers Assn.; Strawberry Shortcake; General Mills' Donutz cereal; MSD AGVET; Somerset Importers (Appleton rum); KJAZ-FM; IBC white bread; Newcastle Financial Group; 3M Co.; Barratt Developments; Occidental Petroleum; Actimart S.A. (liqueurs, cordials).

It lost Nikon cameras, billing \$10,000,000, to Scali, McCabe, Sloves; Chase Manhattan Bank, billing \$6,000,000 to Wells, Rich, Greene; Olympia beer; Estech, and Hewlett-Packard.

Overseas, it gained nearly 90 accounts in 17 countries, including Reckitt & Colman (Denmark); Yamaha (Italy); Gestetner (Australia); Wilkinson Sword (United Kingdom), and Wendy's (Germany). Its overseas losses included Desowag (Spain), Leyland Motors (Belgium), Texas Instruments (Germany), and NCR and Gillette (United Kingdom).

Billings breakdown: Newspapers 4%, magazines 13%, supplements 1%, radio 4%, network tv 42%, spot tv 35%, outdoor 1%.

The agency has 2,830 employees in 53 offices, including 1,194 in five U.S. offices. A year ago it had 2,011 employees in 29 offices, including 1,179 in five U.S. offices.

Top execs: Stuart R. Upson, chairman-coo; Peter F. McSpadden, president-coo; William McC. Vickery, chairman, DFS International and exec vp, DFS; Robert E. Kennedy, vice-chairman, DFS In-

ternational, and exec vp-chief financial officer, DFS. Phone: (212) 661-0800.

### D'Arcy-MacManus & Masius Worldwide

| Gross Income  | 1981          | 1980          |
|---------------|---------------|---------------|
| U.S.          | \$73,866,000  | \$67,400,000  |
| International | 90,124,000    | 88,635,000    |
| Total         | \$163,990,000 | \$156,035,000 |

D'Arcy-MacManus & Masius, New York, reported gross income of \$163,990,000 in 1981 on billings of \$1,094,328,000. Its gross income in 1980 was \$156,035,000 on billings of \$1,045,332,000.

The agency's U.S. volume was \$492,440,000 in 1981 and \$449,333,000 in 1980. Those figures were not broken down by the agency. Its overseas volume was \$601,888,000 in 1981 and \$595,999,000 in 1980.

Included in the agency's figures are the billings and gross income of Poppe Tyson Inc. and Spanish Advertising & Marketing Services.

In 1981, the agency gained the following U.S. accounts: Heritage Federal S&L; U.S. Capital Corp.; Alberto-Culver (FDS, Static Guard, Bakers Joy), billing \$6,000,000; Jewel food stores division; MTS Systems; A.H. Robins Inc. (Parfums de Caron); CBS Publications; Pfizer's Leeming-Pacquin; Banquet Foods; TSI Inc.; Pearl Cruises of Scandinavia; Dairymen Inc.'s Ultraco division; Westclox; Intl. Harvester; Conwed; Minnesota Mutual Life Insurance; Nestle's Chambourcy division; Heublein Inc. (Viejo Vergel

brandy); Avnet Inc. (time electronic sales) General Mills' Good Earth Restaurants.

U.S. account losses: Ballantine Books; Dow Chemical (agricultural products); Rust-Oleum, billing \$4,600,000; Laker Airways, billing \$1,000,000; Standard Brands (Royal gelatin desserts); Gallery of Homes; Mitre Sports; Bendix Corp.; Bon Jour, billing \$7,000,000; Brown Shoe; Oakland Tribune, and Bank of America.

Abroad, the agency gained: Alpha Romeo (Belgium, Austria, France, Britain, Sweden, Switzerland, West Germany); Suzi Wan (France, Belgium); Effem (Athens—Uncle Ben's rice) and Hong Kong (Mars, pet foods); Richardson-Vicks (New Zealand, Mexico, Australia's DM&M Pty. Ltd. shop); Ricoh (Sweden, France); John Haig (Switzerland, Italy); Pitney Bowes (Britain, West Germany); Barclays Bank (Hong Kong, Australia); Eurocard (Norway, West Germany); Dewhurst, Danish cheese (Britain); Ciba-Geigy (Italy's CBC shop); Banca Nazionale Agricoltura (Italy's DM&M shop); Hewlett Packard (Belgium); General Tire & Rubber (Canada); Coleman camping equipment; McDonald's (Denmark); OY Rukka AB (Finland); Fimatic computers (France); Beecham (Kenya); Archer Intl. audio equipment (Holland); Robert Bosch (Norway); Intl. Computers (South Africa); Banco de Espana, Chase Manhattan Bank (Spain); Coca-Cola (Zimbabwe).

It lost: Wilkinson Sword Blades Campbell's Soups (Australia's DM&M shop); Bristol-Myers (Australia's MOJO shop); Henkel Iberica (Spain); Wiba (Norway); General Tire, Nestle (Mexico); San



## Gross income over \$15,000,00

Pelligrino (Italy); Philips Radio, Wasa (Denmark); Pernod, Heinz (Belgium); Combe (France, Austria); Laker Airways, Weetabix (Britain).

Billings breakdown: Newspapers 7%, magazines 18%, radio 13%, network tv 35%, spot tv 23%, cable tv 2%, outdoor 1%, other 1%.

The agency has 3,479 employees in 53 offices, including 1,410 in 15 U.S. offices. A year ago it had 3,412 employees in 52 offices, including 1,446 in 16 U.S. offices.

Top execs: James B. Orthwein, chairman, DM&M Worldwide; Hal G. Bay Jr., president worldwide and ceo; David Lee, vice-chairman Europe and Africa; E.A. Jones, chairman, executive committee; W.T. Raidt, vice-chairman; Peter Cawdron, chief financial officer; Alvin Kacin, Alan Clark, Alan Pilkington, Peter Redsell and Robin Smith, members of the executive committee. Phone: (212) 850-7300.

### Della Femina, Travisano & Partners

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$21,700,000 | \$19,100,000 |
| Total        | \$21,700,000 | \$19,100,000 |

Della Femina, Travisano & Partners, New York, reported gross income of \$21,700,000 in 1981 on billings of \$161,000,000. Its gross income in 1980 was \$19,100,000 on billings of \$142,000,000.

The agency's 1981 volume included \$131,700,000 in media, \$14,200,000 in materials and services and \$15,100,000 in capitalized fees. Its 1980 volume included \$115,900,000 in media, \$12,700,000 in materials and services and \$13,400,000 in capitalized fees.

The billing and income of three subsidiaries—Isidore Lefkowitz Elgort; Drossman Yustein Clowes, and Sherwood & Schneider—are included in Della Femina's 1981 report.

In 1981, the agency gained the following accounts: CooperVision Optics, billing \$4,000,000, from in-house; Ale-8-One; Airborne Freight; TreeSweet Products; billing \$2,000,000; Weight Watchers Intl.; WNBC Radio, billing \$1,000,000; Entertainment '82; CBS Cable; Monarch Importing Co.; Placida Harbour; Beech-Nut Nutrition Co., billing \$1,000,000, Londontown Co. (Hush Puppies, coats and jackets), and Parr Securities.

It lost Pacific Southwest Airlines, billing \$4,500,000; Borden Dairy, billing \$5,000,000; Lipton herbal teas; Inc. magazine, and Carte Blanche. It resigned Emery Worldwide, billing \$5,000,000.

Billings breakdown: Newspapers 15%, magazines 11%, radio 12%, network tv 20%, spot tv 38%, outdoor 1%, business papers 1%, transit 1%, other 1%.

The agency has 321 employees in three offices. A year ago it had 283 employees in two U.S. offices.

Top execs: Jerry Della Femina, chairman; Ron Travisano, vice-chairman, and James Travis, president. Phone: (212) 421-7180.

### W.B. Doner & Co.

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$15,450,000 | \$13,200,000 |
| Total        | \$15,450,000 | \$13,200,000 |

W.B. Doner & Co., Southfield, Mich., reported gross income of \$15,450,000 in 1981 on billings of \$103,000,000. Its gross income in 1980 was \$13,200,000 on billings of \$88,000,000.

The agency's 1981 volume included \$66,000,000 in media, \$12,000,000 in materials and ser-

vices and \$25,000,000 in capitalized fees. Its 1980 volume included \$65,000,000 in media, \$10,000,000 in materials and services and \$13,000,000 in capitalized fees.

In 1981, the agency gained the following accounts: Borman Inc., Color Tile Inc., Handleman & Co., F. Luria & Son, Stater Bros. Supermarkets, Army Times Publishing Co., Automobile Club of Michigan, Bali Co., Congoleum Corp., Sherwin-Williams' Martin Senour division and Wheat Industry Council.

It lost Marriott Corp.'s Roy Rogers and Big Boy East division, Quality Inns Intl. and General Mills Fun Group.

Billings breakdown: Newspapers 11%, magazines 6%, radio 20%, network tv 4%, spot tv 57%, outdoor 1%, transit 1%. The agency has 325 employees in six offices, including 315 in five U.S. offices. A year ago it had 284 employees in six offices, including 277 in five U.S. offices.

Top execs: W.B. Doner, chairman of executive committee; H.D. Fried, chairman, and S.T. Burkoff, president. Phone: (313) 354-9700.

### Doremus & Co.

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$18,105,253 | \$17,312,900 |
| Total        | \$18,105,253 | \$17,312,900 |

Doremus & Co., New York, a subsidiary of BBDO International, reported gross income of \$18,105,253 on 1981 billings of \$119,267,077. Its gross income in 1980 was \$17,312,900 on billings of \$112,847,102.

The agency's volume included \$68,622,334 in media and materials and services and \$50,644,743 in capitalized fees. Its 1980 volume included \$68,964,989 in media and materials and services and \$43,882,113 in capitalized fees.

In 1981, the agency gained the following accounts: Dean Witter Reynolds and Pitney Bowes.

It lost Bank of New York; Singer Corp., billing \$1,500,000, and Crane Co., billing \$1,000,000.

Billings breakdown: Newspapers 49%, magazines 12%, radio 4%, spot tv 4%, outdoor 2%, business papers 25%, transit 2%, direct mail 1%, other 1%.

The agency has 341 employees in 11 offices; a year ago it had 363 employees in 10 offices.

Top execs: Franklin E. Schaffer, chairman; G. Barry McMennamin, president; Francis J. Malley, Curtis R. Troeger, Wesley E. Truesdell, exec vps. Phone: (212) 964-0700.

### Doyle Dane Bernbach

| Gross Income  | 1981          | 1980          |
|---------------|---------------|---------------|
| U.S.          | \$115,000,000 | \$98,100,000  |
| International | \$0,000,000   | \$2,600,000   |
| Total         | \$115,000,000 | \$100,700,000 |

Doyle Dane Bernbach International, New York, reported gross income of \$115,000,000 in 1981 on billings of \$1,150,000,000. Its gross income in 1980 was \$150,700,000 on billings of \$1,004,000,000.

Its 1981 U.S. volume of \$800,000,000 included \$680,000,000 in media, \$71,000,000 in materials and services and \$49,000,000 in capitalized fees. Its 1980 volume of \$671,000,000 included \$558,000,000 in media, \$67,000,000 in materials and services and \$46,000,000 in capitalized fees.

The agency's 1981 overseas volume of \$350,000,000 included \$260,000,000 in media, \$15,000,000 in materials and services and \$75,000,000 in capitalized fees. Its 1980 overseas volume of \$333,000,000 included \$223,000,000 in media, \$28,000,000 in materials and services and \$82,000,000 in

## Looking back at Agency Income

ADVERTISING AGE began reporting annual agency income in 1945 with two separate listings, one in January with the billings of 22 large agencies for the previous year, the second in February with billings of 29 medium-sized agencies.

For those who thrive on statistics, the No. 1 agency was J. Walter Thompson, who reported 1944 billings of \$72,000,000 (at least \$12,000,000 of which was foreign billings). Young & Rubicam was a distant second at \$51,000,000, with N. W. Ayer & Son in third place at \$33,000,000.

Rounding out the top 10 were McCann-Erickson; Foote, Cone & Belding; Batten, Barton, Durstine & Osborne; Ruthrauff & Ryan;

capitalized fees.

The agency's report includes the figures of the following U.S. subsidiaries: Barickman Advertising; Cargill, Wilson & Acree; Bernard Hodes Advertising; DDB Group Two; Milici/Valenti Advertising, and Rapp & Collins. This year it acquired Fletcher/Mayo Associates. (Note the profile following this one on Doyle Dane Bernbach Advertising, whose results are derived from Barickman Advertising and Bernard Hodes Advertising.)

In 1981, the agency gained the following U.S. accounts: Allied Corp.; Paine Webber Inc.; Pan American World Airways, billing \$35,000,000, only to lose it earlier this year to Wells, Rich, Greene; Knots Inc.; Teledyne Water Pik, billing \$5,000,000 from J. Walter Thompson Co.; Comprehensive Care; Carte Blanche (Citicorp); Diners Club (Citicorp); Inner City Broadcasting Corp. (KUTE-FM and KGFJ-AM Radio); Teleflora; EyeIdentify; GTE WESGO; Micro-soft Inc.; Foxboro ICT General Interface System; Intl. Microelectric Products; Inscape; Bank Hapoalim; Ruth Scharf Ltd. Meridian Hotels (Air France), Carteret S&L.

It resigned American Airlines, billing \$45,000,000, which later named Bozell & Jacobs. It lost Speedy Muffler King, billing \$3,000,000; Ponderosa System Inc., and Standard Brands (Blue Bonnet margarine and spread), billing \$3,300,000.

Its major overseas gains: Chanel in four countries; Atari (France and Germany), Audi (France, Spain); Volkswagen (Spain); Sun-kist fruit drinks (France); Peugeot bicycles (France); SmithKline (France); Seagram and InterGold (both Hong Kong); S.C. Johnson (Belgium); Soilax (Italy). Its major overseas losses: Blue Bell (Germany, Switzerland); Seagram (Mexico); Commercial Union (England). Billings breakdown: Newspapers 12%, magazines 23%, radio 4%, network tv 38%, spot tv 22%, outdoor 1%, business papers 4%.

The agency has 2,850 employees in 32 offices, including 1,850 in 11 U.S. offices. A year ago it had 2,750 employees in 31 offices, including 1,800 in 11 U.S. offices.

Top execs: William Bernbach, chairman, executive committee; Joseph R. Daly, chairman-ceo; Neil R. Austrian, president-coo; Robert Levenson, vice-chairman, creative; Robert G. Pfundstein, exec vp-chief financial officer. Phone: (212) 826-2000.

### Doyle Dane Bernbach Advertising

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$17,400,000 | \$17,400,000 |
| Total        | \$17,400,000 | \$17,400,000 |

Doyle Dane Bernbach Advertising, a company formed in 1981 and whose financial results are derived

Dancer-Fitzgerald-Sample; Comp-ton Advertising and Newell-Emmett Co.

The billings of the 22 large companies in that survey were \$515,000,000. And in this year's issue, the largest agency alone, Young & Rubicam, billed \$2.35 billion—more than four times that combined amount.

Among the client switches that took place during 1944: Old Gold cigarettes, from Thompson to Lennen & Mitchell; National Cash Register, from Ayer to McCann-Erickson; Bon-Ami, from McCann to BBDO; Northwest Airlines, from BBDO to Newell-Emmett, and Yuban coffee, from Charles W. Hoyt to Benton & Bowles.

from two divisions, Barickman Advertising, Kansas City, and Bernard Hodes Advertising, New York, reported gross income of \$17,400,000 in 1981 on billings of \$116,000,000. Volume in 1981 consisted of \$106,914,000 in media and \$9,086,000 in materials and services.

Accounts gained by Barickman: Hyatt Legal Services, Mid-America Farms, Sir Speedy Inc. and M.T. Brock Co. It lost Bekaert Steel Wire. Hodes did not report account gains or losses.

Barickman's billings breakdown: Newspapers 3%, magazines 25%, radio 18%, spot tv 38%, business papers 4%, farm publications 12%. Hodes did not break down its billings.

Barickman employees: 115 in two offices. Hodes employees: 297 in 15 offices. Barickman top execs: James H. Barickman, ceo; Gerald F. Venable, chairman; William E. Hussey, president. Hodes top execs: Bernard S. Hodes, president; Marion Starr, exec vp; James H. Barickman, chairman-treasurer. Barickman's telephone: (816) 421-1000. Hodes telephone: (212) 758-6200.

For additional information, see profile on the parent, Doyle Dane

Bernbach.

### Eisaman, Johns & Laws

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$16,450,000 | \$11,125,000 |
| Total        | \$16,450,000 | \$11,125,000 |

Eisaman, Johns & Laws, Los Angeles, reported gross income of \$16,450,000 on billings of \$114,656,450. Its gross income in 1980 was \$11,125,000 on billings of \$74,175,000.

Volume in 1981 consisted of \$103,655,000 in media, \$8,100,000 in materials and services and \$2,901,450 in capitalized fees. In 1980, volume consisted of \$63,900,000 in media, \$7,625,000 in materials and services and \$2,650,000 in capitalized fees.

In 1981, the agency gained the following accounts: Acme Markets Inc., billing \$8,000,000, from in-house; Atlas Processing Co.; Blue Cross of Southern California; Carole Little for Saint Tropez West; Fujitsu Ten Corp. of America; Neutrogena Corp., billing \$3,000,000, from Hall & Levine; Petersen Publishing; Skaggs/Alpha Beta supermarkets; Texus Corp.; U.S. Home Corp.; Wendy's Intl. (Phoenix, Pacific Southwest), billing \$1,000,000, and Chevrolet Dealers Advertising Assns. in Central Florida, Jacksonville, Salt Lake City/Valley and Western Washington.

It lost GTE (commercial classified directories), Purex (Ayd's) and Cerviceria Cuauhtemoc (Carta Blanca and Bohemia beers).

Billings breakdown: Newspapers 8%, magazines 28%, radio 15%, network tv 17%, spot tv 29%, outdoor 3%.

The agency has 209 employees in four offices; a year ago it had 185 in four offices. Top execs: Jess M. Johns, chairman-ceo; J.R. Eisaman III, president; Robert F. Laws, exec vp; Adrienne Hall, vice-chairman, and Jack Leener, Don Pingaro and Hoyt Adams, exec vps. Phone: (213) 469-1234.

## How rise in dollar affects income

For the first time in several years, agencies with overseas business have been "penalized" on their balance sheets by a dramatic rise in the value of the U.S. dollar.

A "corrective" procedure to demonstrate an agency's growth in the international arena would have been to restate the 1980 results of an agency by applying the same exchange rates determining 1981 figures.

However, such a restatement of 1980 figures that ran in the ADVERTISING AGE Agency Income issue last year would be counter to standard accounting practices and would distort the continuity of carrying forward the same figures from year to year as practiced in this income and billings issue.

Under accepted account principles, agencies are required to translate monetary items like gross income at exchange rates current to the reporting period. This principle has nothing to do with agency growth from year to year since it distorts growth regardless of whether the dollar is up or down.

A dramatic example of how this principle distorts growth is illustrated by McCann-Erickson International, which generally accounts for 75% of total gross income of McCann-Erickson Worldwide. This international arm had gross income of \$268,686,000 in 1980.

That figure was based on current exchange rates in which foreign currencies in general were appreciating against the dollar. However, with the dollar on the rebound the past year, that figure would be knocked down to \$239,954,000 at today's exchange rates, reflecting a depreciation of foreign currencies against the dollar in 1981. If restated to the lower figure, M-E Worldwide would show an over-all annual growth of 20.4% based on 1981 total gross income of \$288,954,000, compared with growth of only 7.5% if the 1980 figures were not restated.

Agencies accept the principle of using current exchange rates as one of the vagaries of doing business abroad. If the agency is public, it often publishes a chart showing the growth of its various agencies in their local currencies, or it may take an exchange rate comparable to both years to demonstrate growth by way of explaining how swings in foreign exchange rates over the entire year distorted its growth.

To comply with standard reporting practices, ADVERTISING AGE is not restating figures reported for the previous year, but has given agencies with sizable international holdings the option to comment on its year-earlier figures appearing in the profiles.

## William Esty Co.

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$66,750,000 | \$58,500,000 |
| Total        | \$66,750,000 | \$58,500,000 |

William Esty Co., New York, reported gross income of \$66,750,000 in 1981 on billings of \$445,000,000. Its gross income in 1980 was \$58,500,000 on billings of \$390,000,000. Last month, Esty and Ted Bates & Co. engaged in the biggest merger in industry history, with Esty becoming an autonomous operating unit of Bates.

Volume in 1981 consisted of \$407,000,000 in media and \$38,000,000 in materials and services. In 1980, volume consisted of \$353,000,000 in media and \$37,000,000 in materials and services.

In 1981, the agency gained the following accounts: Marriott Corp.'s Great America theme park division; Minolta Corp.'s photographic division, billing \$16,000,000, from Bozell & Jacobs; Ekco Housewares Co., billing \$2,000,000; Chesebrough-Pond's Vaseline Dermatology Formula lotion and cream; Ayerst Labs; Interbank Card Assn. (Gold Mastercard and Mastercard travelers cheques); Nabisco Inc.'s Waverly crackers and Mister Salty pretzels, and Warner-Lambert's Listermint mouthwash, billing \$7,000,000, from J. Walter Thompson Co.

It lost American Can Co.'s Gala towels and Northern tissues, billing \$3,000,000.

Billings breakdown: Newspapers 13%, magazines 12%, supplements 4%, radio 5%, network tv 36%, spot tv 17%, cable tv 1%, outdoor 9%, business papers 0.5%, farm publications 0.5%, transit 0.5%, p.o.p. 0.5%, other 1%.

The agency has 622 employees in two offices; a year ago it had 616 employees in two U.S. offices. Top execs: Robert B. Betts, chairman-CEO; John H. Peace, chairman, executive committee; Gordon Bushell, vice-chairman, and Paul R. Dooling, president. Phone: (212) 697-1600.

## Foote, Cone & Belding

| Gross Income  | 1981          | 1980          |
|---------------|---------------|---------------|
| U.S.          | \$116,521,000 | \$100,187,000 |
| International | \$3,745,000   | \$5,297,000   |
| Total         | \$120,266,000 | \$105,484,000 |

Foote, Cone & Belding Communications, Chicago, reported gross income of \$120,266,000 in 1981 on billings of \$1,153,344,000. Its gross income in 1980 was \$105,484,000 on billings of \$1,118,818,000.

The agency's U.S. volume was \$794,863,000 in 1981 and \$749,318,000. Those figures were not broken down.

The agency's overseas volume was \$358,461,000 in 1981 and \$369,500,000 in 1980.

FCB's figures include the billings and gross income of Foote, Cone & Belding/Honig; Wahlstrom & Co.; Aitkin-Kynett; Albert-Frank/FCB; Deutsch, Shea & Evans, and Carl Byoir Associates, a pr shop.

In 1981, it gained the following accounts: Kitchens of Sara Lee; Pearle Vision Centers, billing \$15,000,000, from Bozell & Jacobs; Volume Shoe Corp.; Corning Glass; Woodside Travel; Knapp Communications; Lipton; California Milk Advisory Board; First Interstate Bank of Oregon; INA Ross Loos Healthplan Inc.; Dreyer's Grand ice cream, and Alaska Tourism.

It lost Hiram Walker; Noxell Corp. (Lestol, new product's) billing \$3,000,000; Tahiti Tourist Board; Velvet Turtle Restaurants, and Hunt-Wesson Refrigerated

Foods.

The agency's overseas account gains included Spies Rejser (Denmark); Banque Bruxelles Lambert (Belgium); Toshiba (England); Wrigley (England); Sony (France); British Leyland (England, Europe); International Harvester (Europe, Africa, Middle East); Elf Gasoline (Italy); Black & Decker (Spain); Clorox (Puerto Rico); Cinzano (various countries); General Mills Toys (Europe), and Duracell batteries (South Africa).

Its overseas losses: Douwe Egberts (France); Pfanni (Germany); GFT men's suits (Italy); Gillette (Spain & Australia); Jack in the Box (Brazil), and IBM Computers (Hong Kong).

Billings breakdown: Newspapers 6.5%, magazines 21.8%, supplements 5%, radio 6.7%, network tv 44.4%, spot tv 15%, outdoor 0.6%.

The agency has 3,790 employees in 35 offices, including 2,250 in eight U.S. offices. A year ago it had 3,750 employees in 33 offices, in-

cluding 2,330 in eight U.S. offices.

Top execs: Arthur W. Schultz, chairman, executive committee; John E. O'Toole, chairman-chief creative officer; Norman W. Brown, president-CEO; Robert M. Trump, chairman, finance committee; Willard R. Wirth Jr., exec vp-administration; Allan Wilson Jr., senior vp-finance; Abbott C. Jones, president, FCB Advertising; David Ofner, president, Foote, Cone & Belding Advertising; Louis E. Scott, vice-chairman, FCB/Honig; Thomas F. Randolph, president, FCB/Honig, and Eduard Grosse, chairman, FCB International. Phone: (312) 467-9200.

## Grey Advertising

| Gross Income  | 1981           | 1980          |
|---------------|----------------|---------------|
| U.S.          | \$94,400,000   | \$78,700,000  |
| International | \$9,000,000*   | \$6,721,000*  |
| Total         | \$103,400,000* | \$85,421,000* |

\*AA Estimate

Grey Advertising, New York, is

estimated by ADVERTISING AGE to have had gross income of \$133,400,000 in 1981 on billings of \$889,800,000. In 1980 it was estimated to have had gross income of \$119,421,000 on billings of \$795,509,000.

AA estimated Grey's 1981 performance because the agency uses a formula that includes the total income and billings of overseas agencies, some of which it does not own 100%.

The agency's 1981 U.S. volume of \$629,800,000 included \$595,100,000 in media and \$34,700,000 in capitalized fees. Its 1980 U.S. volume of \$524,900,000 included \$495,900,000 in media, and \$29,000,000 in capitalized fees.

The agency's overseas volume is estimated at \$260,000,000. Its 1980 foreign volume was estimated at \$270,609,000.

Included in the agency's U.S. figures are the gross income of Grey, Lyon & King; Grey Direct; Grey Medical; Lexington Broadcast Ser-

vices; Entertainment/Leisure division; Beaumont-Bennett, and Grey & Davis, a pr operation.

In 1981, the agency gained the following accounts: Northwest Orient Airlines, billing \$10,000,000, from Campbell-Mithun; Panasonic, billing \$9,000,000; Renault; Brown & Williamson's Viceroy cigarettes; STP Corp., billing \$17,000,000, from Henderson Advertising; Remington, billing \$7,000,000; AMAX Inc.; Boehringer Ingelheim; Revlon's Scoundrel; Mennen's Balm Barr; Timex gift advertising; Kenner's Spirograph; Intl. Harvester; White Stores; Aldens; State National Bank of Evanston; Continuous Curve contact lenses; Barnes-Hind Pharmaceuticals; Horizon Industries; Pickwick Discount Book, and J.B. 2 Corp.

It lost Elaine Powers and Kendall oil.

Its overseas account gains included American Home Products (Peru); Bank of America (travelers

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## Gross income over \$15,000,00

checks worldwide assignment); Beecham (Japan); British American Tobacco (Hong Kong); Ciba-Geigy (Venezuela); Citroen (Germany); Damel (Spain); Eurocard (Denmark); Goodrich (14 countries); Hush Puppies (Germany); Irish Distillers (South Africa, United Kingdom); Mennen (Austria, Chile, Germany); Pfanni (Germany); Revlon Health Care (Chile, Peru, Venezuela); Taco Bell (Canada); Timex (Belgium), and Wrigley (Japan, Hong Kong). Account losses overseas: BMW (Australia); Carnation Foods (United Kingdom); Citibank (Argentina); Eduscho (Germany), and Temana Shell (France).

Billings breakdown: Newspapers 6%, magazines 17%, radio 3%, network tv 53%, spot tv 20%, outdoor 1%. The agency has 3,285 employees in 45 offices, including 1,725 in six U.S. offices. A year ago it had 3,128 employees in 36 offices, including 1,522 in six U.S. offices.

Top execs: Edward H. Meyer, chairman and president; Steven K. Zimmerman, exec vp, account services and administration; Richard Karp, Richard Kiernan, exec vps-directors of creative services.

Phone: (212) 546-2000.

### Jordan, Case & McGrath

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$16,000,000 | \$12,000,000 |
| Total        | \$16,000,000 | \$12,000,000 |

Jordan Case & McGrath, New York, reported gross income of \$16,000,000 in 1981 on billings of

\$110,500,000. Its gross income in 1980 was \$12,000,000 on billings of \$81,000,000.

The agency's 1981 volume included \$88,000,000 in media, \$2,500,000 in materials and services and \$20,000,000 in capitalized fees. Its 1980 U.S. volume of \$81,000,000 included \$66,000,000 in media, \$2,000,000 in materials and services and \$13,000,000 in capitalized fees.

In 1981, the agency gained the following accounts: Bausch & Lomb, billing \$1,000,000; Block Drug (TNT Chemicals); Norcliff-Thayer's Tums brand, billing \$7,000,000, from Leo Burnett Co.; E.R. Squibb & Son (Theragran vitamins), billing \$4,000,000, from Grey Advertising; Mentholatum Co., billing \$2,000,000 from J. Walter Thompson Co., and Nestle Co. (\$100,000 candy bar, cocoa mix and Montclair sparkling water). It lost New York Shakespeare Festival and Banquet Foods.

Billings breakdown: Newspapers 4%, magazines 31%, radio 10%, network tv 30%, spot tv 21%, outdoor 1%, business papers 2%, other 1%. The agency has 155 employees in one office; a year ago it had 130 employees in one office.

Top execs: James Jordan, chairman; Gene Case, creative director; Patrick McGrath, president; John L. Taylor, exec vp. Phone: (212) 832-1800.

### Keller-Crescent Co.

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$10,832,000 | \$15,500,000 |
| Total        | \$10,832,000 | \$15,500,000 |

Keller-Crescent Co., Evansville,

Ind., reported gross income of \$16,032,000 on billings in 1981 of \$84,637,000. Its gross income in 1980 was \$15,509,000 on billings of \$81,877,000.

Volume in 1981 consisted of \$19,457,000 in media, \$22,270,000 in materials and services and \$42,910,000 in capitalized fees. In 1980, volume consisted of \$18,731,000 in media, \$21,752,000 in materials and services and \$41,394,000 in capitalized fees.

In 1981, the agency gained the following accounts: Batesville Casket Co., Field Packing Co., Kano Laboratories, Manior Intl., O.D.I. Inc., Ryder Truck Leasing, Schweizer Industries, Empire National Bank, EZ Painter Corp., Rajawalt/Carters, Anheuser-Busch, Conn Keyboard, Dorman Products, Douglas Products, Glenmore Distilleries, Hollywood Brands, Indian Summer Inc., Intl. Yarn Co., Libby, McNeill & Libby, Magic Chef, McDonald Dairy Co., Morgan Yacht Co., Toastmaster Inc., Valley Packing Co., Union Underwear Co., Scor Reinsurance Cos., ai Rent-A-Car, American Television & Communications, Dallas Federal Savings, The Registry Hotel Corp., O.P.T.I.C.S. Inc., ECS Telecommunications, J. L. Williams Co., Jones-Blair Paint Co. and United Services Automobile Assn.

It lost American Trex Corp., Aetna Life & Casualty, Johnson Corp., American Standard Canada, Analytic Equipment Co., Berwind Instrument Group, Bindicator Co., John Boos & Co., Flowcon Corp., Merit Clothing, Moisture Register Co., Newell Window Furnishing Co., Kenny Kent Chevrolet, Executive Inn Motel, American Standard Inc., Hart Fireplace Furnishings, Hossier Desk Co., Indiana Department of Commerce, Mallors Timers Co., Maxon Corp., Red Spot Paint & Varnish Co., Supreme

Corp., Bank Building Corp., Bucyrus Erie Co.

It also lost Citizens Bank & Trust, Wickes Corp.'s Yorktowne division, First National Bank of Springfield, Ill., First National Bank of Elkhart, Ind., Horizon Communications, Possum Trot Co., Southern Indiana Gas & Electric.

Billings breakdown: Newspapers 8.4%, magazines 18.7%, radio 7%, tv 21%, outdoor 2.8%, business papers 7%, collateral 24.5%, public relations 1.7%, market research 7%, other 1.9%.

The agency has 585 employees in two offices; a year ago it had 550 employees in two offices. Top execs: Alan Graf, chairman; Thomas Smythe, president; Ray Trapp, president (Southwest); Fred Thomson, exec vp-creative director; Chuck Bua, exec vp-creative director (Southwest). Phone: (812) 464-2461.

### Kenyon & Eckhardt

| Gross Income  | 1981         | 1980         |
|---------------|--------------|--------------|
| U.S.          | \$48,056,000 | \$40,946,000 |
| International | 15,000,000   | 15,000,000   |
| Total         | \$63,056,000 | \$55,946,000 |

Kenyon & Eckhardt, New York, reported gross income of \$63,056,000 in 1981 on billings of \$411,924,145. Its gross income in 1980 was \$55,946,000 on billings of \$379,140,039.

The agency's 1981 U.S. volume of \$311,924,145 included \$244,028,094 in media, \$30,063,304 in materials and services and \$37,832,747 in capitalized fees. Its 1980 U.S. volume of \$279,140,039 included \$232,187,061 in media, \$25,435,498 in materials and services and \$21,517,480 in capitalized fees.

The agency's 1981 overseas volume was at \$100,000,000 in both 1981 and 1980.

In 1981, the agency gained the following accounts: Bristol-Myers' Drackett division, billing \$7,000,000, from Grey Advertising; Clairol shampoo and conditioner, billing \$7,000,000, from Ogilvy & Mather.

It also added Ramblin root beer. It lost Texas Instruments, John Morrell & Co. and New York Savings Bank Assn. of New York State.

Overseas, it gained 50 accounts, including E.F. Hutton (Switzerland); Helena Rubinstein (Belgium); Prime Computers (France and Scandinavia); TSI (Germany); South African Airways (Italy); Banco di Spagna (Spain); H.J. Heinz Co. (Australia); Bio-Tex detergents (Hong Kong); BASF agricultural chemicals (India); Weane cars (Malaysia); Ricoh watches (Japan); New Zealand Wool Board; Metro department stores (Singapore); Nestle (Sri Lanka); Kawasaki motorcycles (Thailand); Carven accessories (Mexico), and Southern Bros. (South Africa). It lost 17 accounts overseas, including Coty (England); Reynolds Tobacco (Hong Kong), and Hennessy (Malaysia).

Billings breakdown: Newspapers 7%, magazines 17%, supplements 5%, radio 15%, network tv 34%, spot tv 21%, Yellow Pages 1%. The agency has 2,578 employees in 65 offices, including 772 in 15 U.S. offices. A year ago it had 2,322 employees in 55 offices, including 741 in 14 U.S. offices.

Top execs: Leo Arthur Kelmenson, president-CEO; John Morrissey, chairman; Stephen O. Frankfurt, director, creative planning and development; Ronald DeLuca and John Balson, exec vps. Phone: (212) 880-2045.



DAILY READERSHIP: PROFESSIONAL, MANAGERIAL, TECHNICAL

Total Chronicle: 307,000 or 67%

Source: Scarborough Report, 1980

Reads Chronicle only: 44%

## Ketchum Communications

| Gross Income  | 1981         | 1980         |
|---------------|--------------|--------------|
| U.S.          | \$38,557,000 | \$32,888,000 |
| International | 12,103,100   | 9,875,500    |
| Total         | \$48,660,100 | \$42,763,500 |

Ketchum Communications, Pittsburgh, the new name of what was formerly KM&G International, reported gross income of \$48,660,100 in 1981 on billings of \$342,148,800. Its gross income in 1980 was \$42,763,500 on billings of \$301,579,100.

U.S. volume of \$257,200,000 in 1981 consisted of \$183,500,000 in media, \$24,100,000 in materials and services and \$49,600,000 in capitalized fees. In 1980, U.S. volume of \$219,200,000 consisted of \$154,900,000 in media, \$19,400,000 in materials and services and \$44,900,000 in capitalized fees.

The agency's overseas volume was \$84,948,800 in 1981 and \$82,379,100 in 1980.

In 1981, the agency gained the following accounts: Rockwell Intl.; American Olean Tile Co.; Laventhal & Horwath; C. Schmidt & Sons (Ortlieb's, McSorley's cream ale and Coqui malt liquor); Conard Pyle Co.; Fostoria Glass Co.; Creative Label; Transco; PULSE; Hunt-Wesson (Wesson Oil and new products) billing \$5,500,000 from BBDO; Beef Industry Council; Granny Goose Foods; General Consumer Electronics; Bank of America (agribusiness and world banking division); Seven-Up Co. (ICB root beer); Ventura Coastal Corp.; Arrigoni Computer Graphics; Technology for Communications Intl.; ICOT Corp.; I/O Industries; Pier 39; Penn. Commerce Dept., and Tandem Computers.

It lost Brown Derby Restaurants; Texas Commerce Bank; Dow Corning Corp.; Alcoa (closure division); Foremost-McKesson; Tree-Sweet; Johnson & Johnson baby products; Metropolitan Federal S&L; One Industry Intl.; Philadelphia Museum of Art; Aircraft Owners & Pilots Assn., and SmithKline Instruments.

Overseas, the agency gained nearly 20 accounts, including Red Label hams; Poulan; Gene Sarazen Sports Wear and Rowente-Werke GmbH. It lost seven accounts overseas, including Kent cigarettes (Japan) and BASF agricultural chemicals (France).

Billings breakdown: Newspapers 7.2%, magazines 15.2%, radio 6.8%, network tv 27%, spot tv 30.5%, outdoor 0.8%, business papers 12.5%.

The agency has 1,035 employees in 14 offices, including 835 employees in nine U.S. offices. A year ago it had 1,052 employees in 15 offices, including 777 in eight U.S. offices.

Top execs: William H. Genge, chairman-president; Edward L. Graf, exec vp-finance and law; Donald G. Sullivan, president; Botsford Ketchum; Joseph M. Coogle Jr., president, Ketchum International, and Gerald J. Voros, president, Ketchum PR. Phone: (412) 456-3500.

## Leber Katz Partners

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$22,854,000 | \$19,500,000 |
| Total        | \$22,854,000 | \$19,500,000 |

Leber Katz Partners, New York, reported gross income of \$22,854,000 in 1981 on billings of \$189,500,000. Its gross income in 1980 was \$19,500,000 on billings of \$149,800,000.

Volume in 1981 consisted of \$155,125,000 in media, \$5,125,000 in materials and services and \$29,250,000 in capitalized fees. In 1980, volume consisted of \$125,800,000 in media, \$3,750,000 in materials and services and \$20,250,000 in capitalized fees.

In 1981, the agency gained: Chipwich Inc.; Pepperidge Farm; IBM's information records division, billing \$1,000,000; Stern's Garden Products; Vanity Fair; Texas Boot, and ArtCarved Rings.

It lost Warner/Lauren Cosmetics and Herman's World of Sporting Goods.

Billings breakdown: Newspapers 18%, magazines 27%, radio 11%, network/spot tv 21%, outdoor 7%, sales promotion 11%, other 5%.

The agency has 249 employees in one office; a year ago it had 210 employees in one U.S. office. Top execs: Stanley H. Katz, chairman; John C. Walsh, president; Murray A. Valenstein, vice-chairman, and Jerry Davidow, Sam Eisnitz, Laurel Cutler and Dennis McClain, exec vps. Phone: (212) 826-3900.

## Marschalk Campbell-Ewald

| Gross Income  | 1981          | 1980          |
|---------------|---------------|---------------|
| U.S.          | \$44,879,000  | \$55,830,000  |
| International | 41,156,000    | 49,567,000    |
| Total         | \$106,035,000 | \$105,397,000 |

Marschalk Campbell-Ewald Worldwide, including Clinton E. Frank Inc., reported 1981 gross income of \$106,035,000 in 1981 on billings of \$707,252,000. Its gross income in 1980 was \$105,397,000 on billings of \$702,998,000. Marschalk Campbell-Ewald is a member of the Interpublic Group of Cos., whose other units include

McCann-Erickson and SSC&B Inc.

Interpublic had total gross income of \$493,642,000 in 1981 on billings of \$3,292,592,000. Interpublic's gross income in 1980 was \$475,827,000 on billings of \$3,118,165,000.

Marschalk Campbell-Ewald's U.S. volume was \$432,742,000 in 1981 and \$372,386,000 in 1980. It did not break down those figures. The agency's overseas volume was \$274,510,000 in 1981 and \$330,612,000 in 1980.

## Campbell-Ewald

Campbell-Ewald, Warren, Mich., had 1981 gross income of \$36,524,000 on billings of \$243,615,000. Its 1980 gross income was \$28,476,000 on billings of \$189,935,000.

Its international gross income was \$41,156,000 on volume of \$274,510,000. Its 1980 gross income was \$49,567,000 on billings of \$330,612,000.

Campbell-Ewald last year gained Eastern Air Lines, billing \$44,000,000 from Young & Rubicam, and Ditzler automotive finishes. It lost National Steel Co.

Its overseas gains included Hush Puppies (Belgium); Johnson & Johnson (Brazil); Citizen watches (England); L'Oreal (France); Reemstma cigarettes (Germany); Comparata shoes (Italy); Eastern Air Lines (Mexico); Unigrant insurance (Netherlands), and Frank & Hirsch cameras (South Africa).

## Marschalk Co.

The New York-based agency had 1981 gross income of \$23,511,000 on billings of \$156,818,000. Its 1980 gross income was \$23,598,000 on billings of \$157,398,000.

The agency gained ABC Radio Enterprises; Thompson Medical Co.; Formfit Rogers (You panties), and Coca-Cola Foods, billing

## Coming April 19: Foreign agencies

In the April 19 issue of ADVERTISING AGE MAGAZINE, income, billings and financial details will be reported for foreign agencies. Countries in the report include Canada, Europe, the Far East, Australia and South America.

\$6,000,000. It lost Thom McAn; Paine Webber, billing \$5,000,000; Diamondair; RPM Fashions; Financ-America Seligman & Latz, and Family Circle.

## Clinton E. Frank Inc.

The Chicago-based agency had 1981 gross income of \$4,844,000 on billings of \$32,309,000. Its 1980 gross income was \$3,756,000 on billings of \$25,053,000.

The agency gained John Morrell & Co. and WMAQ-TV.

Over-all, Marschalk Campbell-Ewald has 1,922 employees, including 1,081 in the U.S. A year ago it had 1,863 employees, including 983 in the U.S.

Top exec: Philip H. Geier Jr., chairman, Interpublic. Top execs at Marschalk Campbell-Ewald: Thomas B. Adams, chairman (Warren, Mich.); Lester A. Delano, president-ceo (New York); Harry R. Thompson, exec vp, and Edward J. Palevich, senior vp. Phone: (212) 489-6200.

## Marsteller Inc.

| Gross Income  | 1981         | 1980         |
|---------------|--------------|--------------|
| U.S.          | \$50,157,000 | \$44,675,000 |
| International | 21,553,000   | 21,268,000   |
| Total         | \$71,690,000 | \$65,943,000 |

Marsteller Inc., Chicago, a sub-



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## Gross income over \$15,000,00

subsidiary of Young & Rubicam, reported gross income of \$71,690,000 in 1981 on billings of \$478,172,000. Its gross income in 1980 was \$65,943,000 on billings of \$439,840,000.

The agency's 1981 U.S. volume was \$334,547,000, compared with U.S. volume of \$297,982,000 in 1980. The agency's overseas volume was \$143,625,000 in 1981 and \$141,858,000 in 1980.

In 1981, the agency gained the following accounts: AMF bowling products; Arthritis Foundation; Allegheny Ludlum Steel Corp.; James B. Beam Distilling Co.; Eljer Plumbingware; Exxon Office Systems; R.T. French Co.; Fort Howard Paper Co. (consumer group); Grumman Corp., billing \$2,500,000 from Creamer Inc.; Investors Diversified Services; Metropolitan Water District of Southern California; Informatics Co.; Metro Intl. Airlines; Mitsubishi Construction Machinery Group; New American Library Signet Books; National Steel Corp.; Milnot Co.; Rusco Electronics Systems; Stauffer Seeds division; Singer Co.; Stop-N-Go Food Stores; USA Cable Network; Vernors Inc.; Wendy's Western Pennsylvania restaurants and David Weiss Jewelers.

It lost Armour Food Service; Babcock & Wilcox Chemical Bank, billing \$3,000,000, to N.W. Ayer Inc.; Northern Telcom; Renault U.S.A.; Rockwell Intl. and Thrift Drugs.

The agency did not supply a breakdown of its billings for 1981 or 1980. The agency has 1,492 employees, including 967 in the U.S. In 1980 it had 1,505 employees, including 980 in the U.S.

Top execs: Richard C. Christian, chairman; Louis A. Magnani, president; Robert S. Leaf, president; Burson-Marsteller; Christian F. Norgaard, president, Marsteller International. Phone: (312) 329-1100.

## McCaffrey & McCall

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$19,866,000 | \$18,452,000 |
| Total        | \$19,866,000 | \$18,452,000 |

McCaffrey & McCall, New York, reported gross income of \$19,866,000 in 1981 on billings of \$134,500,000. Its gross income in 1980 was \$18,452,000 on billings of \$125,300,000.

In 1981, the agency gained Bantam Books and lost Exxon Office Systems.

Billings breakdown: Newspapers 15%, magazines 29%, radio 2%, network tv 45%, spot tv 5%, outdoor 4%. The agency has 301 employees in one office; a year ago it had 310 employees in one office.

Top execs: David B. McCall, chairman-creative director; Donald C. Goss, account management; R. Bruce Montgomery, John A. Sidebotham Jr., William Shaw, co-creative directors; Richard Passanant, finance; Harris Lefkon, media director; and Linden A. Davis Jr., research director. Phone: (212) 421-7500.

## McCann-Erickson

| Gross Income  | 1981          | 1980          |
|---------------|---------------|---------------|
| U.S.          | \$75,757,000  | \$64,812,000  |
| International | \$201,497,000 | \$204,974,000 |
| Total         | \$277,254,000 | \$269,786,000 |

McCann-Erickson Worldwide, New York, reported gross income of \$277,254,000 in 1981 on billings of \$1,849,284,000. Its gross income in 1980 was \$268,686,000 on billings of \$1,792,136,000.

The agency's U.S. volume was \$505,299,000 in 1981 and

\$430,962,000 in 1980. Those figures were not broken down. The agency's 1981 overseas volume was \$1,343,985,000 in 1981 and \$1,361,174,000 in 1980.

Interpublic, whose other units include Marschalk Campbell-Ewald Worldwide and SSC&B, had total gross income of \$493,642,000 in 1981 on billings of \$3,292,592,000. Interpublic's 1980 gross income was \$475,627,000 on billings of \$3,118,165,000. The Interpublic totals for both years include only 49% of the gross income of SSC&B; Lintas International since Unilever has a 51% interest in that operation.

The agency last year gained Am-South Bancorp.; Alcan Cable; Robinson Humphrey; Mead Packaging; Trust Co. of Georgia; Bechtel Petroleum; Continental Bank of Fort Worth; Six Flags Over Texas; F. Ahlgrens; National Medical Enterprises; Nestle Co. (Nescafe and Quik), billing \$11,000,000; Trinidad & Tobago Tourist Board; Lockheed Space Missiles; Milk Advisory Board; Hyster Co.; Hoyang Polaris; and Lockheed Shipbuilding.

It lost BarclaysAmerican; Six Flags Over Georgia; Kraft Inc.; Sears, Roebuck & Co.; Coca-Cola Bottling of Chicago; Coca-Cola Bottling of Wisconsin; Detroit Coca-Cola Bottling Co.; Western World Food; Whataburger; Houwhatco; Laura Scudders; Aderans Co.; Movieland Wax Museum; Stars Hall of Fame; Gillette Co. (Atra razor), billing \$10,000,000, to BBDO; Mennen Co.; Phillips Information Systems; United Vintners; and Foster & Marshall.

Overseas, it gained over 300 accounts while losing more than 80. Gains included B.A.T. (Belgium); Associated Business Systems (Britain); and American Express (Germany). Losses included Tampax (Canada) and Colgate (Mexico).

The agency did not supply a billings breakdown.

The agency has 5,880 employees, including 1,273 in the U.S. A year ago it had 5,741 employees, including 1,277 in the U.S.

Top execs at Interpublic: Philip H. Geier Jr., chairman-CEO; Paul Foley, chairman-finance committee; Neal Gilliat, chairman-exec committee; J. Donald McNamara, president; Eugene B. Beard and Donald M. Casey, exec vps. Interpublic phone: (212) 399-8000.

Top execs at McCann-Erickson Worldwide: Eugene H. Kummel, chairman; Willard C. Mackey Jr., president-CEO; Barry Day, vice-chairman; Robert L. James, vice chairman/USA operations; Bohdan I. Kurylko, exec vp.

Top McCann-Erickson (U.S.A.) execs: Eugene Kummel, chairman; John F. Bergin, president; Charles J. Hamm, vice-chairman, and exec vps, Eugene A. DeWitt, George B. Hatch, Eleanor Holtzman, Frank C. Perkins and Francis J. Van Bortel. McCann-Erickson phone: (212) 697-6000.

## NCK Organization

| Gross Income  | 1981        | 1980         |
|---------------|-------------|--------------|
| U.S.          | \$4,944,000 | \$9,200,000  |
| International | \$1,756,000 | \$5,150,000  |
| Total         | \$6,700,000 | \$14,350,000 |

NCK Organization Ltd., New York, reported gross income of \$6,700,000 in 1981 on billings of \$378,000,000. Its gross income in 1980 was \$14,350,000 on billings of \$363,000,000.

The agency's 1981 U.S. volume of \$39,240,000 included \$29,035,000 in media, \$2,354,000 in materials and services and \$7,851,000 in capitalized fees. Its 1980 U.S. volume of \$62,000,000 included \$47,100,000 in media and materials and services and \$14,900,000 in capitalized fees.

The agency's overseas volume

# Grey Advertising

Grey's Brand Character philosophy aspires to advertising that is distinctive, appealing, and enduring in the category a product or service competes in. This concept is exemplified in Grey's works for Revlon, B.F. Goodrich and Shearson/American Express.

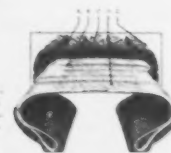


T/A HIGH TECH RADIALS



Introducing the new flagship of the financial world, Shearson American Express

Goodrich



was \$338,760,000 in 1981 and \$301,000,000 in 1980. The billings and gross income of its U.S. operation, Altschuler-Reitzfeld Solin/NCK, are included in the parent company's report. In 1981, the agency gained the following accounts: Georgia Pacific (consumer products), billing \$6,000,000; Westinghouse-Teleprompter Cable TV; Generale Biscuit. It lost Walden Books, Knickerbocker Toys and Poland Spring.

Overseas, it gained nearly 50 accounts in 16 countries, including Colgate (Mexico); American Airlines (Trinidad); Life Savers (U.K.); Seagram (Germany); Chrysler & Evinrude outboard motors (Norway); Air Florida (Jamaica); and Sandeman Port (Portugal). It did not report its overseas account losses.

In 1981, NCK concluded the initial phase of an equity purchase agreement with Publicidad Siboney, a Latin American agency billing \$48,000,000 through 10 field offices in Central and Latin America.

Billings breakdown: Newspapers 20%, magazines 20%, radio 10%, network tv 10%, spot tv 40%. The agency has 933 employees in 32 offices, including 51 in one U.S. office. A year ago it had 1,011 employees in 18 offices, including 105 in one U.S. office.

Top execs: Edward A. Roncarelli, chairman; Emine Messiqua, president; Michael D. Woodward, exec vp; W. Graham Lockety, vice-chairman; John P. Corban, senior vp, and D.B. Mason, vp. Phone: (212) 751-0900.

## Nationwide Advertising

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$19,050,386 | \$15,979,923 |

|               |              |               |
|---------------|--------------|---------------|
| International | 2,900,000    | 2,315,782*    |
| Total         | \$21,859,314 | \$18,295,705* |

\*AA Estimate  
Nationwide Advertising Service, Cleveland, an agency specializing in recruitment advertising, reported gross income of \$21,859,314 in 1981 on billings of \$90,306,929. Its gross income in 1980 was \$18,295,705 on billings of \$79,202,184.

The agency's U.S. volume was \$79,035,801 in 1981 and \$69,553,089 in 1980. The agency's overseas volume was \$11,271,128 in 1981 and \$9,649,095 in 1980.

It did not list 1981 account gains or losses.

Billings breakdown: Newspapers 95%, magazines 4%, other 1%. The agency has 386 employees in 34 offices, including 348 in 28 U.S. offices. A year ago it had 345 employees in 35 offices, including 295 in 28 U.S. offices.

Top execs: Theodore J. Stepien, president; Thomas A. Richey, exec vp, and Charles T. Hurley, vp-finance. Phone: (216) 579-0300.

## Needham, Harper & Steers

| Gross Income  | 1981         | 1980         |
|---------------|--------------|--------------|
| U.S.          | \$50,205,000 | \$51,200,000 |
| International | 14,600,000   | 10,300,000   |
| Total         | \$73,605,000 | \$61,500,000 |

Needham, Harper & Steers, New York, reported gross income of \$73,605,000 in 1981 on billings of \$490,000,000. Its gross income in 1980 was \$61,500,000 on billings of \$410,500,000.

The agency's 1981 U.S. volume of \$395,000,000 included \$258,300,000 in media, \$58,800,000 in materials and services and \$77,900,000 in capitalized fees. Its 1980 U.S. volume of \$341,600,000 included \$235,900,000 in media,

\$46,300,000 in materials and services and \$59,400,000 in capitalized fees.

The agency's 1981 overseas volume of \$95,000,000 included \$92,800,000 in media and \$2,200,000 in materials and services. Its 1980 foreign volume of \$68,900,000 included \$66,700,000 in media and \$2,200,000 in materials and services.

In 1981, the agency gained the following accounts: Sandoz Inc.'s Dorsey Labs division, billing \$3,000,000; Lands' End; Dutch Boy Paints (new assignment); General Mills' Wheaties cereal, billing \$5,500,000, from DFS; Rubbermaid Inc. (new product); Shasta Beverages, billing \$8,000,000, from Tracy-Locke; Avery Label, KABC Talkradio; Rike's Department Store; Xerox Corp. (dealer ads, sales promotion); The Leadership Network; the Washington Post; First Federal S&L of Broward County, Fla.; Merchant's Tire & Auto Centers; Can Mfrs. Institute; Decorating & Craft Ideas, and the Washington Bullets basketball team.

It lost McDonald's Corp., billing \$53,000,000, to Leo Burnett Co.; Triangle Publications; Campbell Soup Co. (V-8 juice); Columbia Pictures, a \$50,000,000 account involving national media handled on a fee basis, to Ogilvy & Mather; Northrop Corp.; the Los Angeles Times; American Forest Institute, and Koni shock absorbers.

Billings breakdown: Newspapers 5.8%, magazines 24%, supplements 0.2%, radio 7.8%, network tv 53.1%, spot tv 7.7%, outdoor 0.3%, transit 0.2%, other 0.9%.

The agency has 1,778 employees in 29 offices, including 992 in six U.S. offices. A year ago it had 1,781 employees in 29 offices, including 980 in six U.S. offices. Top execs: Paul C. Harper, chairman-CEO; B. Blair Vedder, coo and chairman, executive committee; Keith L. Reinhard, president NH&S Chi-

cago; Joel P. Baumwoll, president NH&S New York; Peter A. Nelson, exec vp-finance & administration; Norman F. Steen, president, NH&S International; Barry Biederman, president, NH&S/Issues & Images; Richard C. Anderson, exec vp-corporate director of media programming; C.A. Wolfe, exec vp-managing director, NH&S/Chicago; Gerrold R. Rubin, president, NHS, Los Angeles. Phone: (212) 758-7600.

## Ogilvy & Mather International

| Gross Income.....   | 1981          | 1980          |
|---------------------|---------------|---------------|
| U.S. ....           | \$157,459,000 | \$125,506,000 |
| International ..... | 129,043,000   | 120,372,000   |
| Total .....         | \$286,502,000 | \$245,878,000 |

Ogilvy & Mather International, New York, reported gross income of \$286,502,000 in 1981 on billings of \$1,933,842,000. Its gross income in 1980 was \$245,880,000 on billings of \$1,661,889,000.

The agency's 1981 U.S. volume of \$1,050,252,000 was not broken down by the agency, but is estimated to have included \$860,000,000 in media and \$190,252,000 in materials and services. Its 1980 U.S. volume of \$837,138,000 is estimated to have included \$670,000,000 in media and \$167,138,000 in materials and services.

The agency's overseas volume was \$883,590,000 in 1981 and \$824,751,000 in 1980. In 1981, the agency gained the following accounts: Columbia Pictures (\$50,000,000 national media account handled on fee basis); 1982 World's Fair; Gallo; Nimslo Corp.; Warner Amex Securities System; Hallmark's Ambassador Cards; Shoney's Restaurants; Pringles of Scotland; and Wagner power sprays.

It lost Marriott Great America; F&M Schaefer Brewing, billing \$5,000,000; Warner-Amex Satellite Entertainment; Clairol Condition products, billing \$7,000,000, and Monsieur Henri Ltd.

Its overseas gains: Chesebrough-Pond's, Oco, Richardson-Vicks, Seagram, Phillips, PepsiCo, Anderson Clayton, Radio N.Z., Arcade Records and Confederation of British Road & Passenger Transport. Its overseas losses: Control Data, Knorr, Bristol-Myers, Mars-Effem, Best Foods, Wendy's, Milk Board.

The agency's figures include the gross income and billings of the following U.S. subsidiaries: Ogilvy & Mather Partners; Scali, McCabe, Sloves; Ogilvy & Mather Direct Response; Sussman & Sugar; Cole & Weber; Schiller Ogilvy & Mather; Van Melick/Barrus and North American Personnel Systems (parent of North American advertising), and EuroAmerica Translations.

Billings breakdown: Newspapers 9.1%, magazines 15.1%, supplements 0.7%, radio 4.9%, network tv 39.4%, spot tv 23.8%, outdoor 0.2%, business papers 1.7%, direct mail 5.1%.

The agency has 6,000 employees in 115 offices. A year ago it had 6,000 employees in 100 offices, including 2,160 in 16 U.S. offices. Top execs: William E. Phillips, O&M chairman-ceo; Kenneth Roman, O&M president; Henry P. Bernhard, vice-chairman; execs vps, Graham Phillips, Hal Riney, Michael Turner, Jules Fine, Alden Sulger, David Scott, Norman Berry. Phone: (212) 688-6100.

## SSC&B Inc.

| Gross Income..... | 1981          | 1980          |
|-------------------|---------------|---------------|
| U.S. ....         | \$141,650,000 | \$138,136,000 |

| International..... | 134,702,000   | 128,553,000   |
|--------------------|---------------|---------------|
| Total .....        | \$176,352,000 | \$166,689,000 |

SSC&B Inc., New York, a unit of the Interpublic Group of Cos., reported gross income of \$176,352,000 in 1981 on billings of \$1,168,319,000. Its gross income in 1980 was \$166,689,000 on billings of \$1,202,957,000. Interpublic owns SSC&B and holds a 49% interest in SSC&B/Lintas International. Interpublic has previously announced it expects to acquire the remaining 51% of SSC&B/Lintas this year.

Interpublic, whose other units include Marschalk Campbell-Ewald Worldwide and McCann-Erickson Worldwide, had total gross income of \$493,642,000 in 1981 on billings of \$3,292,592,000. Interpublic's gross income in 1980 was \$475,627,000 on billings of \$3,118,165,000.

SSC&B's U.S. volume was \$277,807,000 in 1981 and

\$254,364,000 in 1980. It did not break down those figures.

The agency's overseas volume through SSC&B/Lintas was \$890,512,000 in 1981 and \$948,593,000 in 1980.

In 1981, the agency gained the following accounts: Van Munching & Co.; Textron Inc.'s Homelite division, billing \$12,000,000; Steak & Ale Restaurants, billing \$5,000,000; Kenwood Electronics, billing \$1,500,000; Komatsu (fork lifts); Harada Industries of America; Bearing Engineers Inc.; Compotite Shower Pan, and California Cable-systems.

It lost lost Sperry & Hutchinson Co., Sheraton Corp. and Julius Wile & Sons.

Gains by SSC&B/Lintas last year included: Cica canned vegetables (Argentina); Lever Bros. (Australia); Rowntree Mackintosh (Austria); CBS Records and Gerber (Belgium); Reckitt & Colman (Brazil); Amstel Brewery Canada and Lipton herbal teas (Canada); El

Mercurio (Chile); Bayer Kemi (Denmark); General Biscuit Lu (Finland); Goodyear (France); Henniger Brau (Germany); Lever's Signal mouthwash (Greece); Lever (Hong Kong); Eldorado ice cream (Italy); Richardson-Vicks (Mexico); Perrier (Netherlands); Abbott Labs (Philippines); Pripps beer (Stockholm), and Citibank (Britain).

Among its overseas losses: Suchard (Argentina); McMahon dairy products (Australia); Interchron watches (Vienna); Belflam (Brazil); Nordania (Copenhagen); 3M (Greece); Union Carbide (India), and United Tobacco (South Africa).

SSC&B did not supply a billings breakdown. The agency has 3,603 employees, including 577 in the U.S. A year ago it had 3,325 employees, including 575 in the U.S.

Top execs: Philip H. Geier Jr., chairman, Interpublic; and at SSC&B: William V. Weithas, chairman-ceo; Malcolm MacDougall, president-creative director;

Kenneth L. Robbins, Harold V. Rover, vice-chairmen, and exec vps William J. Ryan, Martin H. Hummel and Larry Lamattina. Phone: (212) 644-5000.

## Scali, McCabe, Sloves

| Gross Income.....   | 1981         | 1980         |
|---------------------|--------------|--------------|
| U.S. ....           | \$19,813,001 | \$15,837,414 |
| International ..... | 8,176,246    | 5,975,529    |
| Total .....         | \$27,989,247 | \$21,812,943 |

Scali, McCabe, Sloves, New York, a subsidiary of Ogilvy & Mather, reported gross income of \$27,989,247 in 1981 on billings of \$185,560,122. Its gross income in 1980 was \$21,812,943 on billings of \$143,491,330.

The agency's U.S. volume was \$131,024,561 in 1981 and \$105,635,551 in 1980.

The agency's overseas volume

# Frequent Flyer flies higher than Time T, U.S. News Blue Chip, Executive Newsweek and Inc.

Higher in efficiency because we're lower in CPM when it comes to reaching the responsible decision-makers in business, government and the professions. 88% are professional-managerial, 37% are top-management and their typical age is 40. Their average income is \$78,000.

They average 48 airline trips a year.

90% read 3.3 of the last 4 issues according to a recent study by Erdos and Morgan.

So you do a lot for the total efficiency of your print schedule when you add *Frequent Flyer* to it. For more details about how we stack up against business media—or anyone else for that matter—just call Bill Schachter, Advertising Director, or Martin Deutsch, Editor and Publisher, at (212) 977-8227.

|                          | Frequent Flyer | Executive Newsweek | U.S. News Blue Chip | Time T | Inc.  |
|--------------------------|----------------|--------------------|---------------------|--------|-------|
| \$35 M+ income*          | 48.49          | 67.94              | 81.46               | 96.58  | 74.58 |
| Professional/Managerial* | 38.13          | 49.20              | 50.09               | 50.22  | 53.27 |

\*CPM



Official Airline Guides  
a company of  
The Dunn & Bradstreet Corporation  
Travel Magazines Division

\*Source: Current subscriber studies of each publication.



## Gross income over \$15,000,00

was \$54,535,561 in 1981 and \$37,855,779 in 1980.

In 1981, the agency gained the following accounts: Nikon cameras, billing \$10,000,000, from Gilbert, Felix & Sharf/DFS; Showtime, billing \$2,000,000; Squibb, billing \$5,000,000, and Warner-Amex, billing \$2,000,000.

It lost Flushco, Beech-Nut baby foods, Showtime and Scandinavian Airlines System.

Overseas account gains: Hertz Canada, Bristol-Myers, Carnation Co., Smith's Crisps, Chesebrough-Pond's de Mexico. Its overseas losses: Hosesons Holidays and Associated Biscuits of Canada.

Billings breakdown: Newspapers 12%, magazines 34%, radio 6%, network tv 20%, spot tv 23%, cable tv 2%, outdoor 3%.

The agency has 375 employees in five offices, including 284 in one U.S. office. A year ago it had 360 employees in four offices, including 268 in one U.S. office.

Top execs: Marvin Sloves, chairman; Edward A. McCabe, president and worldwide creative director; Alan D. Pesky, president-intl. and chief financial officer; Sam Scali, vice chairman-chief art director; Robert A. Schmetterer, exec vp-managing director; Richard Roth, exec vp-director of account services; Michael Ephron, exec vp-director of media. Phone: (212) 421-2050.

For additional information, see profile of parent agency, Ogilvy & Mather.

### J. Walter Thompson Co.

| Gross Income  | 1981          | 1980           |
|---------------|---------------|----------------|
| U.S.          | \$153,700,000 | \$135,300,000* |
| International | 178,000,000   | 184,700,000    |
| Total         | \$331,700,000 | \$320,000,000* |

\*Revised by AA.

J. Walter Thompson Co., New York, reported gross income of \$331,700,000 in 1981 on billings of \$2,212,700,000. Its gross income in 1980 is estimated by ADVERTISING AGE to have been \$320,000,000 on billings of \$2,120,700,000. The revision by AA consisted of a reduction of \$2,500,000 in the agency's gross income and \$17,000,000 from its U.S. billings for 1981 in connection with JWT's pre-tax writeoff of \$18,000,000 stemming from fictitious transactions uncovered within its JWT Syndication & Spot TV Sales unit for the years 1978-81.

JWT, the largest subsidiary of J. Walter Thompson Group, a holding company formed in June, 1980, had U.S. volume of \$1,025,400,000 in 1981 and estimated volume of \$901,900,000 in 1980. Those figures were not broken down.

Included in the agency's figures are the billings and gross income of World Wide Agency, specializing in recruitment advertising, and Brouillard Communications. These units, coupled with other subsidiaries operating within JWT Group, gave the parent company gross income of \$403,900,000 in 1981 on revenues of \$2,694,300,000. In 1980, JWT Group's reported gross income of \$359,500,000 on billings of \$2,384,200,000. Other units within JWT Group include Hill & Knowlton, the world's largest pr agency; Euro-Advertising; Lord, Geller, Federico, Einstein; Survival Anglia, and Simmons Market Research Bureau. Among the subsidiaries, only Lord Geller, Federico, Einstein is included among profiles in this issue.

The agency's overseas volume was \$1,187,300,000 in 1981 and \$1,218,800,000 in 1980. In 1981, the agency gained the following accounts: Genesco Inc., billing \$6,500,000; Hewlett Packard; Home Federal S&L; Lowes Inc. (kitty lit-

ter); Munsingwear Inc., billing \$3,000,000; Nestle Co.; Northern Telecom; OTC NET Inc.; Six Flags Over Georgia; Southern Pacific Communications; Terson Co. (snack candies); Castle & Cooke Foods, billing \$4,000,000, and Sears, Roebuck & Co. (Los Angeles and Southwest Group).

The entertainment division gained New York City Opera; Lansdowne added Christian Dior; Duro-Test Corp., and Knomark (Ty-D-Bol), and Brouillard gained Bendix Corp.; Harris Corp.; Penn Central Corp. and Southern Natural Resources.

JWT's losses included a portion of the \$25,000,000 Southland Corp. (7-Eleven Stores) account, to Young & Rubicam; Bausch & Lomb, billing \$1,000,000; Blue Cross of Southern California; California Milk Advisory Board; Men-tholatum, billing \$2,000,000; Salada Foods, and Teledyne Water Pik, billing \$5,000,000.

Among JWT's overseas gains: Campari (Belgium); CMA and Herte (Germany); Pepsi-Cola (Britain, Philippines); Kodak (Greece); Calve (Holland); Gureola-Scott (Spain); Orlando wines (Australia); Christian Dior (Japan); Kodak (Philippines); Kellogg (New Zealand); Dole bananas (Argentina); Zanussi and Goodyear (Venezuela); R.J. Reynolds (Brazil), and Olivetti (Peru).

Among its overseas losses: Guinness and Beecham Foods (England); Bacardi (Italy); Singer (Spain); Johnson & Johnson's Tylenol (Hong Kong), and Kodak Ektra (Brazil).

Billings breakdown: Newspapers 12.6%, magazines 12.7%, radio 6.4%, network tv 29.6%, spot tv 21.4%, outdoor 1.5%, farm publications 2.4%, direct mail 0.5%, other 12.9%.

The agency has 7,419 employees in 104 offices, including 3,102 in 61 U.S. offices. A year ago it had 7,242 employees in 104 U.S. offices, including 2,868 in 61 offices.

Top execs: Don Johnston, chairman-CEO; Hugh P. Connell, secretary; Denis Lanigan, CEO; Burt Manning, vice-chairman, creative resources, and chairman JWT U.S.A.; George M. Black, exec vp, and chairman Brouillard Communications; Jeremy Bullmore, exec vp, and chairman JWT Ltd. (U.K.); David Campbell-Harris, exec vp and chairman, JWT Italy; John J. Cronin, president-Europe; Herbert H. Eames Jr., exec vp-finance and administration; Walter J. O'Brien, president-CEO, JWT U.S.A.; John E. Peters, exec vp (Ford worldwide) and vice-chairman, JWT U.S.A.; Burton B. Petersen, exec vp and president, Thompson Recruitment Advertising; W. Lee Preschel, president, Latin America; Donald C. Robertson, exec vp, corporate development; Ronald K. Sherman, exec vp and president-entertainment division; Tom Sutton, exec vp; Don Thompson, president, Asia Pacific, and William C. Thompson, exec vp (Kodak worldwide).

Phone: (212) 210-7000.

### Tracy-Locke Advertising

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$15,828,456 | \$19,342,400 |
| Total        | \$15,828,456 | \$19,342,400 |

Tracy-Locke Advertising, Dallas, reported gross income of \$15,828,456 in 1981 on billings of \$139,106,153. Its gross income in 1980 was \$19,342,400 on billings of \$122,658,200.

Tracy-Locke was acquired last month by BBDO International. For information about its parent, see profile on BBDO elsewhere in issue.

The agency's volume included

\$80,589,514 in media, \$16,127,215 in materials and services and \$42,389,424 in capitalized fees. Its 1980 volume of \$122,658,200 included \$77,225,500 in media, \$15,566,400 in materials and services and \$29,866,300 in capitalized fees.

Tracy-Locke's 1980 figures included certain advertising accounts on which the agency had worked jointly with Point Communications, which was not involved in the BBDO acquisition.

In 1981, the agency gained the following accounts: Best Products Inc., billing \$1,500,000; Borden Inc. dairy products, billing \$5,000,000; Nichols-Kusan (ceiling fans); Pepsi-Cola Bottling Group; Snowmass Cos./Snowmass Resort Assn.; Ben Hogan Co. (golf equipment).

It lost CasaBlanca Fan Co.; Old El Paso Foods; Denver RTD; Environmental Developers Inc.; Igloo Corp., and North Texas Commission.

Billings breakdown: Newspapers 11%, magazines 5%, radio 11%, network tv 39%, spot tv 30%, business papers 2%, point of sale 1%, direct mail 1%.

The agency has 287 employees in two offices; a year ago it had 356 employees in three offices.

Top execs: Norman W. Campbell, chairman; R.H. Stewart Mitchell, vice-chairman; Howard W. Davis, president; Donald C. Mit-chum, president, Denver division; David H. Hudnall, chief financial officer; Jonathan H. McLagan, Lawrence H. Spiegel, Arthur W. Taylor, Rodney W. Underhill, senior vps. Phone: (214) 742-3131.

### Warwick, Welsh & Miller

| Gross Income  | 1981         | 1980         |
|---------------|--------------|--------------|
| U.S.          | \$15,000,000 | \$14,250,000 |
| International | 600,000      | 900,000      |
| Total         | \$15,600,000 | \$15,150,000 |

Warwick Welsh & Miller, New York, reported gross income of \$16,200,000 in 1981 on billings of \$108,000,000. Its gross income in 1980 was \$15,500,000 on billings of \$101,000,000.

U.S. volume in 1981 consisted of \$70,800,000 in media, \$5,200,000 in materials and services and \$28,000,000 in capitalized fees. In 1980, volume consisted of \$66,500,000 in media, \$3,500,000 in materials and services and \$25,000,000 in capitalized fees.

The agency's overseas volume was \$4,000,000 in 1981 and \$6,000,000 in 1980.

In 1981, the agency gained the following accounts: Pfizer Inc.'s Coty division (Emeraude fragrances and Stetson men's cologne), billing \$3,500,000; Costa Cruises; Prestige Appliance Guardian Groups (specialty insurance); Lehn & Fink (new product); Plough Inc.'s PAAS Activity Center, and Economics Laboratory (Mil-dew's Gone and Clean 'n Smooth liquid soap).

Billings breakdown: Newspapers 6%, magazines 44%, radio 6%, network/spot tv 33%, outdoor 2%, business papers 3%, other 6%.

The agency has 260 employees in two offices; a year ago it had 320 employees in four offices. Top execs: John P. Warwick, chairman; Wilder D. Baker, exec vp-account services; John P. Chervokas, exec vp-director of creative services; Michael F. Pedone, exec vp-account service; James R. Driscoll, D. Kyle Felt and John J. Meskil, group senior vps, and Jerry Prestomburgo, senior vp. Phone: (212) 751-4700.

### Wells, Rich, Greene

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$63,970,000 | \$61,693,500 |

| International | 1,238,000    | 785,000      |
|---------------|--------------|--------------|
| Total         | \$65,208,000 | \$62,478,500 |

Wells, Rich, Greene, New York, reported gross income of \$65,217,000 in 1981 on billings of \$434,997,000. Its gross income in 1980 was \$62,398,500 on billings of \$416,197,600.

The agency's 1981 U.S. volume of \$426,740,000 included \$305,532,000 in media, \$40,534,000 in materials and services and \$80,674,000 in capitalized fees. Its 1980 U.S. volume of \$411,495,600 included \$302,496,500 in media, \$38,582,600 in materials and services and \$70,416,500 in capitalized fees.

The agency's 1981 overseas volume of \$8,257,000 included \$5,388,000 in media, \$1,021,000 in materials and services and \$1,848,000 in capitalized fees. Its 1980 foreign volume of \$4,702,400 included \$2,881,400 in media, \$605,600 in materials and services and \$1,215,400 in capitalized fees.

Included in the agency's figures are the billings and income of Gardner Advertising, St. Louis, and Gardner's subsidiaries: Advancers; Vanguard Communications; Westgate Research; Paul Schulman Co.; Johns, Cohen & Pasqualina.

In 1981, WRG gained the following accounts: Chase Manhattan Bank, billing \$6,000,000, from DFS; Pan American World Airways, billing \$35,000,000 from Doyle Dane Bernbach; Nasher Co.; Docutel; Telecage; Mr. Build; Big Red Q; Pridemark; Wisdom Imports, and Racial Decca Electronics.

It lost Citizen Watch, billing \$4,000,000; Standard Brands (Julius Wile, American Distilled Spirits) billing \$5,000,000, and Braniff Airlines, billing \$18,000,000, to Bloom Advertising.

Overseas accounts gained by WRG were: Chase Manhattan Bank, Union Underwear and Pan Am. Overseas losses: Citibank and Hawaiian Tropic.

Gardner gained Pet Inc. and Sun Corporate Energy; Johns, Cohen & Pasqualina gained Gallo, Sahara (Del Webb) and Continental Air-line, billing \$18,000,000.

WRG billings breakdown: Newspapers 9%, magazines 13%, radio 6%, network tv 47%, spot tv 13%, outdoor 3%, other 9%. WRG has 676 employees in seven offices, including 662 in six U.S. offices. A year ago it had 704 employees in nine U.S. offices.

For Gardner, billings breakdown was: Newspapers 4%, magazines 8%, radio 13%, network 40%, spot tv 35%.

Gardner has 277 employees in four offices.

Top WRG execs: Mary Wells Lawrence, chairman; Charlie Moss, vice-chairman; Frederick L. Jacobs, vice-chairman; Ken Olshan, chairman WRG/U.S.A.; William Luceno, president. Phone: (212) 758-4300.

Gardner is headed by C. Kelly O'Neill, president. Phone: (314) 444-2000.

### Wunderman, Ricotta & Kline

| Gross Income  | 1981         | 1980         |
|---------------|--------------|--------------|
| U.S.          | \$15,854,800 | \$14,803,000 |
| International | 7,747,000    | 10,331,000   |
| Total         | \$23,601,800 | \$25,134,000 |

Wunderman, Ricotta & Kline, New York, a subsidiary of Young & Rubicam, reported gross income of \$23,601,800 in 1981 on estimated billings of \$157,420,000. Its gross income in 1980 was \$25,134,000 on billings of \$167,644,000.

The agency's U.S. volume is estimated at \$105,747,000 in 1981 and \$98,736,000 in 1980. The agency's overseas volume is estimated at \$51,673,000 in 1981 and \$68,908,000 in 1980.

In 1981, the agency gained C.I.T. Financial Corp.

Overseas it gained over two dozen accounts, including Permanent Pantry, (Australia); Bell Canada (Canada); Kodak (Denmark); Avis (England); Regie Cassette Video (France); BP (Germany). Overseas account losses: CBS Records (Australia); Polygone (Canada); Carey (Denmark); Time-Life Books (England); La Redoute (France), and Merrill Lynch (Germany).

Billings breakdown: Newspapers 24.9%, magazines 23.5%, supplements 11.3%, radio 1.8%, network tv 1.5%, spot tv 29.3%, business papers 0.9%, transit 0.5%, direct mail 3%, other 3.3%.

The agency has 374 employees in 13 offices, including 239 in two U.S. offices. A year ago it had 399 employees in 13 offices, including 215 in two U.S. offices.

Top execs: Lester Wunderman, chairman-CEO; James M. Stetler, exec vp-general manager; Thomas Knowlton, exec vp; Gary T. Andrews, Ray Dempsey, Anthony Bossone, senior vps. Phone: (212) 909-0100.

For more information, see profile on parent agency, Young & Rubicam.

### Young & Rubicam

| Gross Income  | 1981          | 1980          |
|---------------|---------------|---------------|
| U.S.          | \$222,829,000 | \$199,351,000 |
| International | 138,171,000   | 140,865,000   |
| Total         | \$360,999,000 | \$340,216,000 |

Young & Rubicam, New York, reported gross income of \$353,000,000 in 1981 on billings of \$2,355,000,000. Its gross income in 1980 was \$340,816,000 on billings of \$2,273,000,000.

The agency's 1981 U.S. volume was estimated at \$1,490,000,000. That figure is estimated to have included \$990,000,000 in media, \$290,000,000 in materials and services and \$210,000,000 in capitalized fees. Its estimated 1980 U.S. volume was \$1,334,000,000. That figure is estimated to have included \$880,000,000 in media, \$273,000,000 in materials and services and \$181,000,000 in capitalized fees.

The agency's overseas volume was estimated at \$865,000,000 in 1981 and \$939,000,000 in 1980.

Also included in Y&R's figures are the billings and gross income of the following subsidiaries: Hutchins/Y&R; Sive Associates; Creswell, Munsell, Fultz & Zierbel; Brewer Advertising; Rives, Smith, Baldwin & Carlberg; W.M. Zemp & Associates; Frye-Sills; Cato Johnson Inc.; Chapman Direct Marketing; Stone & Adler; Sudler & Hennessey, Wunderman, Ricotta & Kline and Burson-Marsteller.

In 1981, the agency gained the following accounts: Xerox Retail Stores; Jamaica Tourist Board, billing over \$5,000,000; Richardson-Vicks, billing \$14,000,000, from BBDO; Atari corporate and home computers; United Vintners; Southland Corp. (7-Eleven Stores), billing \$25,000,000, and AT&T corporate.

It lost E. & J. Gallo Winery, billing \$25,000,000, and Eastern Air Lines, billing \$50,000,000, to Campbell-Ewald.

Billings breakdown: Newspapers 10.2%, magazines 15.4%, supplements 1.2%, radio 6.5%, network tv 35.1%, spot tv 16.0%, cable tv 1.2%, outdoor 1.4%, business papers 5.5%, farm publications 1.2%, transit 0.3%, direct mail 5.6%, other 0.4%.

Overseas, the agency gained Singer Co. (Europe); Jamaica Tourist Board (Germany, U.K., Canada); Atari (Hong Kong, Puerto Rico, Sweden); Labatt Brewing (Canada); Kodak (Denmark, Chile); Du Pont (Singapore, Japan), and Gervais Danone (Japan). Its overseas losses included Eastern Air Lines (Switzer-

land; Merker coffee (Australia); Lee Jeans (Australia), and Peter Eckes/Klosterberg (Germany).

The agency has 6,861 employees in 126 offices, including 3,957 in 35 U.S. offices.

A year ago it had 6,556 employees in 120 offices, including 3,804 in 35 U.S. offices.

Top execs: Edward N. Ney,

chairman, president-ceo; Alexander Brody, exec vp and president of Y&R International; Alexander Kroll, exec vp and president, Y&R USA; exec vps, George C. Deeken, Harold Burson, Richard Christian, Matthew J. Hennessey, Robert Jellinek, Arthur Klein and Les Wunderman.

Phone: (212) 210-3000.

## Agencies: \$5,000,000 to \$15,000,000

### AC&R Advertising

| Gross Income  | 1981        | 1980        |
|---------------|-------------|-------------|
| U.S.          | \$8,546,000 | \$8,181,000 |
| International | \$86,000    | 734,000     |
| Total         | \$9,432,000 | \$8,915,000 |

AC&R Advertising, New York, reported gross income of \$9,432,000 in 1981 on billings of \$64,466,000. Its gross income in 1980 was \$8,915,000 on billings of \$53,748,000. Totals include international gross income of \$898,000 in 1981 and \$734,000 in 1980.

U.S. volume of \$56,642,000 in 1981 consisted of \$41,354,000 in media, \$12,667,000 in materials and services and \$2,621,000 in capitalized fees. In 1980, U.S. volume of \$48,259,179 consisted of \$36,999,888 in media, \$9,378,351 in materials and services and \$1,880,940 in capitalized fees.

The agency's 1981 overseas volume of \$7,824,000 consisted of \$5,246,000 in media, \$1,451,000 in materials and services and \$1,127,000 in capitalized fees. Its 1980 international volume of \$5,488,821 consisted of \$3,866,172 in media, \$1,022,649 in materials and services and \$600,000 in capitalized fees.

In 1981, the agency gained Laser Beams, Salton, Sun Line, Kastillon Renault, Trifari, Cyprus Wines, Ron Chereskin, Lady Arrow, Tamron, RPM, Sankro Sport Products.

It lost Jotul, Leitz, Karageorgis, Gunlocke Furniture, Live-In Jeans and Nan Duskin.

Billings breakdown: Newspapers 8.43%, magazines 29.07%, radio 1.14%, spot tv 54.35%, outdoor 0.47%, business papers 6.54%.

The agency has 178 employees in two offices with 168 in the one U.S. office; a year ago it had 165 employees. Top execs: Stephen Rose, chairman; Alvin Chereskin, president; Louis Miano, exec vp-creative services; Kaz Kudo, exec vp-director of client services; Harry Koenig, exec vp-finance & administration; Sheldon Marks, exec vp-account services. Phone: (212) 758-5780.

For more information, see profile on parent agency, Ted Bates & Co.

chairman; Lois Geraci Ernst, president. Phone: (212) 688-4675.

### Ally & Gargano

| Gross Income | 1981         | 1980        |
|--------------|--------------|-------------|
| U.S.         | \$11,750,000 | \$7,286,600 |

Total ..... \$11,750,000 \$7,286,600

Ally & Gargano, New York, reported gross income of \$11,750,000 in 1981 on billings of \$82,884,000. Its gross income in 1980 was \$7,286,600 on billings of \$51,580,000.

Volume in 1981 consisted of \$69,530,000 in media, \$7,478,000 in materials and services and \$5,876,000 in capitalized fees. In 1980, volume consisted of \$44,234,000 in media, \$6,499,000 in materials and services and \$847,000 in capitalized fees.

In 1981, the agency gained the following accounts: Canadair Inc., Comprehensive Accounting Corp., Bank of New York, Time and Fortune magazines, Scandinavian Airlines Systems and Calvin Klein Ltd. It lost Huffman-Koos and Baybanks.

Billings breakdown: Newspapers 4.9%, magazines 23.2%, radio 4.8%, network tv 38.1%, spot tv 27.3%, business papers 1.3%, other 0.4%.

The agency has 155 employees; a year ago it had 112 employees. Top execs: Carl Ally, chairman; Amil Gargano, president; Edward Gallagher, exec vp-chief operating officer; Harold Weston, exec vp-chief financial officer, and Michael Tesch, senior vp-associate creative director. Phone: (212) 688-5300.

### Ammirati & Puris

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$6,000,000 | \$5,100,000 |
| Total        | \$6,000,000 | \$5,100,000 |

Ammirati & Puris, New York, reported gross income of \$6,000,000 in 1981 on billings of \$40,000,000. Its gross income in 1980 was \$5,100,000 on billings of \$34,000,000.

Volume in 1981 consisted of \$33,500,000 in media, \$4,500,000 in materials and services and \$2,000,000 in capitalized fees. In

1980, volume consisted of \$27,900,000 in media, \$3,600,000 in materials and services and \$2,500,000 in capitalized fees.

In 1981, the agency gained BMW Motorcycles, Data General Eclipse Business Systems, Sony General Stereo Products. It lost Gold Seal.

Billings breakdown: Newspapers 10%, magazines 40%, radio 5%, network tv 5%, spot tv 40%.

The agency has 70 employees in two U.S. offices. A year ago it had 60 employees. Top execs: Martin Puris, president; Ralph Ammirati, chairman; Clayton Wilhite, Ted Hazard and Art Moleschini, senior vps. Phone: (212) 752-8500.

### Arnold & Co.

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$6,405,312 | \$5,961,000 |
| Total        | \$6,405,312 | \$5,961,000 |

Arnold & Co., Boston, reported

## WHEN LINAGE IS PLACED IN DENVER THE NEWS IS FIRST IN LINE



### THE 1981 FIGURES ARE IN...

Denver's Rocky Mountain News has been positioned by local and national advertisers, as the market leader in full-run advertising linage.

The News has not only increased its already commanding lead in daily linage during the past year, but has claimed the important combined daily and Sunday leadership as well.

Denver's first newspaper... first in the morning, first in circulation and first in full-run advertising linage.

|                               | * DAILY    | * TOTAL    |
|-------------------------------|------------|------------|
| NEWS                          | 56,772,504 | 70,339,155 |
| POST                          | 46,185,630 | 66,753,652 |
| The Rocky Mountain News leads | 16,586,874 | 3,585,503  |

\*Media Records for twelve months cumulative, January 1, 1981 through December 31, 1981.

### DENVER'S CIRCULATION AND LINAGE LEADER

## Rocky Mountain News

A Scripps-Howard Newspaper. Represented nationally by Story & Kelly-Smith, Inc.  
ATLANTA • NEW YORK • BOSTON • SAN FRANCISCO • CHICAGO • DALLAS • LOS ANGELES • PHILADELPHIA • DETROIT

### Advertising To Women

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$7,200,000 | \$6,200,000 |
| Total        | \$7,200,000 | \$6,200,000 |

Advertising To Women, New York, reported gross income of \$7,200,000 in 1981 on billings of \$55,000,000. Its gross income in 1980 was \$6,200,000 on billings of \$47,000,000. The agency does not break out its volume.

In 1981, the agency gained National Coffee Assn. of U.S.A.

It did not lose any accounts.

Billings breakdown: Newspapers 1%, magazines 9%, radio 2%, network tv 74%, spot tv 13%, cable tv 1%.

The agency has 94 employees in one U.S. office; a year ago it had 79 employees. Top execs: John Ernst,



## Gross income of \$5,000,000 to \$15,000,000

gross income of \$6,405,312 in 1981 on billings of \$42,756,875. Its gross income in 1980 was \$5,961,080 on billings of \$36,538,602.

The agency did not break out its 1981 volume. In 1980, volume consisted of \$34,871,302 in media and \$1,667,300 in capitalized fees.

The agency has subsidiaries in Portland, Me., Syracuse, Albany, Rochester, and Buffalo.

In 1981, the agency gained the following accounts: Crispy Chemical Corp., First American Bank for Savings, McDonald's of Albany, McDonald's of Buffalo, North East Apparel, Composite Container Corp., Patriot Bancorporation, Instrumentation Labs (Pixel division), Wolfe Ford/Toyota, American Cablesystems, Int'l. Automotive Associates and Starcase.

It lost American Discount Auto Parts, Computer Corp. of American, Nashua (tape and graphic products division) and Starcase.

Billings breakdown: Newspapers 8%, magazines 1%, radio 16%, network tv 4%, spot tv 46%, outdoor 1%, business papers 9%, transit 1%, point of sale 0.5%, direct mail 0.5%, other 13%.

The agency opened a new office in Portland, Me., last year and now has 150 employees in six U.S. offices. A year ago it had 125 employees in five U.S. offices.

Top execs: Arnold Z. Rosoff, chairman; Gerard Golden, president; Steve Cosmopolous, Lenny Karsakov, Marie Kachinski, Jack Cantwell and Lee LeBlanc, senior vps. Phone: (617) 357-1900.

## Avrett, Free & Fischer

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$7,487,000 | \$6,396,000 |
| Total        | \$7,487,000 | \$6,396,000 |

Avrett, Free & Fischer, New York, reported gross income of \$7,487,000 in 1981 on billings of \$67,431,500. Its gross income in 1980 was \$6,396,000 on billings of \$57,073,000.

Volume in 1981 consisted of \$54,800,000 in media, \$6,295,000 in materials and services and \$6,336,500 in capitalized fees. In 1980, volume consisted of \$45,800,000 in media, \$4,770,000 in materials and services and \$6,503,000 in capitalized fees.

In 1981, the agency added Beecham Products, De Lorean Motors and Ponderosa.

It lost Commerce Drug.

Billings breakdown: Newspapers 4%, magazines 10%, supplements 6%, radio 4%, network tv 20%, spot tv 54%, business papers 2%. The agency has 89 employees in one office. A year ago it had 79 employees. Top execs: John Avrett, chairman; Marcella Free, co-chairman; Keith Fischer, president-CEO; Frank Ginsberg, exec vp-creative director; senior vps—Ron Thomas, Donald Bandman, Sheldon Holzer, Phil Parker, Hal Altman, Kathryn Werlein, Bruce Hoenig. Phone: (212) 832-3800.

## The Bloom Cos.

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$12,500,000 | \$10,200,000 |
| Total        | \$12,500,000 | \$10,200,000 |

The Bloom Cos., Dallas, reported gross income of \$12,500,000 in 1981 on billings of \$83,400,000. Its gross income in 1980 was \$10,200,000 on billings of \$72,200,000.

Financial results of Mathieu, Gerfen & Bresner, New York, a shop Bloom acquired late last year, will be reflected in the company's report next year. (See Page 66 for this year's report on the Mathieu agency.) Bloom's other subsidiaries

include the Bloom Agency; Impact Promotions of the Southwest; The Collateral Group; Automated Production Inc., and Bloom Advertising Too.

In 1981, the agency gained the following accounts: Braniff Intl.; Bulova Watch Co. (special markets); Cibco Importing; Hill's Pet Products, Libby, McNeill & Libby; Liggett & Myers Tobacco Co. (Eve cigarettes, new products); Schering-Plough Corp.

It lost Pet Grocery Products, Dallas Federal Savings and Six Flags Over Texas.

Billings breakdown: Newspapers 28%, magazines 10%, radio 22%, network tv 12%, spot tv 24%, outdoor 4%.

The agency has 350 employees in three offices. A year ago it had 277 employees in one office.

Top execs: Robert Bloom, chairman; Sam R. Bloom, chairman, executive committee, and Aaron S. Pearlman, vice-chairman. Phone: (214) 638-8100.

## Calet, Hirsch, Kurnit & Spector

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$8,500,000 | \$8,000,000 |
| Total        | \$8,500,000 | \$8,000,000 |

Calet, Hirsch, Kurnit & Spector, New York, reported gross income of \$8,500,000 in 1981 on billings of \$70,000,000. Its gross income in 1980 was \$8,000,000 on billings of \$60,000,000.

Volume in 1981 consisted of \$50,000,000 in media, \$7,000,000 in materials and services and \$13,000,000 in capitalized fees. In 1980, volume consisted of \$45,000,000 in media, \$5,500,000 in materials and services and \$9,500,000 in capitalized fees.

In 1981, the agency gained PepsiCo Wines & Spirits Intl.

It lost Talon zippers.

Billings breakdown: Newspapers 15%, magazines 25%, radio 5%, tv 50%, outdoor 2%, business papers 1%, transit 1%, point of sale 1%.

The agency has 160 employees in one U.S. office, the same number it had a year ago. Top execs: Shepard Kurnit, chairman; Larry Spector, president; Neil Calet and Peter Hirsch, exec vps-creative directors. Phone: (212) 489-7300.

## Chiat/Day

| Gross Income | 1981         | 1980        |
|--------------|--------------|-------------|
| U.S.         | \$13,646,412 | \$7,609,170 |
| Total        | \$13,646,412 | \$7,609,170 |

Chiat/Day, Los Angeles, reported gross income of \$13,646,412 and net income of \$2,120,000 in 1981 on billings of \$125,355,707. In 1980, its gross income was \$7,669,170 and net income was \$1,326,313 on billings of \$81,868,871.

Volume in 1981 consisted of \$76,679,821 in media, \$17,777,317 in materials and services and \$30,898,569 in capitalized fees. In 1980, volume consisted of \$45,368,962 in media, \$11,124,006 in materials and services and \$25,375,903 in capitalized fees.

Chiat/Day has subsidiaries in Seattle, San Francisco and New York.

In 1981, the agency gained: Olympia beer, The Newporter, Holland America Cruises, Robert Half of New York, Ziff-Davis Publishing, Apple Computer Services, Ask Computer Systems, Intel Corp., Shugart Associates, Wierschnitzel Operators Assns. of San Francisco, San Jose, Fresno, Sacramento, Stockton, Cal., and Las

Vegas, the Seattle Aquarium, TOM Inc., Woodland Zoo.

It lost Executive Life Insurance, Teleflora, Thai Airways, Industrial Indemnity Co., American Motors Intl., Jay Jacobs Inc., Sherwood & Roberts, Sova Enterprises.

Billings breakdown: Newspapers 19%, magazines 38%, radio 13%, network tv 20%, spot tv 13%, outdoor 5%, transit 1%.

The agency has 262 employees in four U.S. offices. A year ago it had 216 employees in five U.S. offices. Top execs: Montgomery McKinney, chairman; Jay Chiat, creative director; Neil Donovan, president; Guy Day, director; Hy Yablonka, exec vp; Chuck Phillips, exec vp-general manager, San Francisco; Mark Mullin, exec vp-general manager, New York; Roger Livingston, exec vp-general manager, Seattle. Phone: (213) 622-7454.

## Cole & Weber

| Gross Income | 1981         | 1980        |
|--------------|--------------|-------------|
| U.S.         | \$11,422,224 | \$9,773,300 |
| Total        | \$11,422,224 | \$9,773,300 |

Cole & Weber, Seattle, an Ogilvy & Mather subsidiary, reported gross income of \$11,422,224 in 1981 on billings of \$79,218,777. Its gross income in 1980 was \$9,773,300 on billings of \$67,252,300.

Volume in 1981 consisted of \$48,525,911 in media, \$10,656,766 in materials and services and \$20,036,100 in capitalized fees. In 1980, volume consisted of \$46,474,900 in media, \$6,759,700 in materials and services and \$14,017,700 in capitalized fees.

In 1981, the agency gained Adams Foods, Bower, Emil Villa Original Hick'ry Pit Restaurant, Newdel Holding, Oregon State Fair, Pacific Express and Pacifico.

It lost Blue Mountain Pet Food and Princess Tours.

Billings breakdown: Newspapers 16%, magazines 14%, radio 15%, network tv 14%, spot tv 19%, outdoor 4%, business papers 17%, other 1%.

The agency has 219 employees in four U.S. offices; a year ago it had 197. Top execs: Harold C. Dixon, chairman; Harold A. Newsom, president; Lee Jacobi, chairman-finance committee; Leonard L. Bartlett, vice-chairman; James W. Schulz, treasurer. Phone: (206) 433-6200.

## Cramer-Krasselt

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$5,780,000 | \$3,075,000 |
| Total        | \$5,780,000 | \$3,075,000 |

Cramer-Krasselt, Milwaukee, reported gross income of \$5,780,000 in 1981 on billings of \$41,000,000. Its gross income in 1980 was \$3,075,000 on billings of \$22,050,000.

The agency does not break out its volume. Its subsidiaries, Cramer-Krasselt/Chicago and Cramer-Krasselt/Southwest are included in its totals.

In 1981, the agency gained Del E. Webb Corp.'s recreational properties, Duo-Temp, Rand McNally, Exel Industries, Bigsby & Kruthers, Granada Royale Hotels, La Salle Street Market, McGraw Edison Intl. metal products division, MAACO Dealers, Refco Commodities, United Medical Management, WBBM-FM, Ziegler Thrift Trading, Guarantee Savings & Loan, Health Evaluation & Longevity Foundation.

It lost Bigsby & Kruthers, Pepsi-Cola Bottling Group of Milwaukee.

Billings breakdown: Newspapers 10%, magazines 19.5%, radio 4%, network tv 16%, spot tv 30%, outdoor 1%, business papers 8.5%, di-

rect mail 11%.

The agency has 102 employees in three U.S. offices. A year ago it had 64 employees in two U.S. offices. Top exec: Theodore J. Wing, president. Phone: (414) 276-3500.

## Davis, Johnson, Mogul & Colombatto

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$6,080,000 | \$4,618,010 |
| Total        | \$6,080,000 | \$4,618,010 |

Davis, Johnson, Mogul & Colombatto, Los Angeles, reported gross income of \$6,080,000 in 1981 on billings of \$38,000,000. Its gross income in 1980 was \$4,618,010 on billings of \$30,473,724.

Volume in 1981 consisted of \$30,040,000 in media, \$5,300,000 in materials and services and \$2,660,000 in capitalized fees. In 1980, volume consisted of \$21,843,739 in media, \$4,097,493 in materials and services and \$4,532,492 in capitalized fees.

In 1981, the agency gained Caballanca Fan Co., Ralphs, First Business Bank and Toyota Dealers Northwest.

It lost Golden Gate Airlines.

Billings breakdown: Newspapers 10%, magazines 5%, radio 18%, network tv 1%, spot tv 50%, outdoor 4%, point of sale 1%, direct mail 1%, other 10%.

The agency has 150 employees in three U.S. offices. A year ago it had 101 employees. Top execs: Robert Davis and Robert J. Colombatto, presidents; Frank McKibbin, exec vp; Ron Kojis, John Turner and Fred Wilson, senior vps, client services; Brad Ball, senior vp-creative director; Tom Nipper, Mike Trueblood, Keith Linde, senior vps. Phone: (213) 383-3332.

## Diener/Hauser/Bates

| Gross Income | 1981         | 1980        |
|--------------|--------------|-------------|
| U.S.         | \$10,016,000 | \$9,202,000 |
| Total        | \$10,016,000 | \$9,202,000 |

Diener/Hauser/Bates, New York, a subsidiary of Ted Bates & Co., reported gross income of \$10,016,000 in 1981 on billings of \$84,709,000. Its gross income in 1980 was \$9,202,000 on billings of \$77,165,000.

Volume in 1981 consisted of \$7,038,000 in media and \$7,671,000 in materials and services. In 1980, volume consisted of \$68,741,000 in media and \$8,424,000 in materials and services.

In 1981, Diener gained American Film Market. It lost American Cinema Releasing and International Picture Show Co.

Billings breakdown: Newspapers 49%, magazines 3%, radio 3%, network tv 10%, spot tv 32%, outdoor 3%. The agency has 190 employees in four U.S. offices. A year ago it had 166 employees in four U.S. offices. Top execs: Herbert Hauser, chairman; Henry Weintraub, president; Ed Brodtkin and David Dember, exec vps, and Norman Trell, senior vp. Phone: (212) 840-3300.

For more information, see profile on parent agency, Ted Bates & Co.

## David W. Evans Inc.

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$9,075,000 | \$8,550,000 |
| Total        | \$9,075,000 | \$8,550,000 |

David W. Evans Inc., Salt Lake City, reported gross income of \$9,075,000 in 1981 on billings of \$60,500,000. Its gross income in 1980 was \$8,550,000 on billings of \$57,000,000.

Volume in 1981 consisted of

\$30,500,000 in media, \$10,000,000 in materials and services and \$20,000,000 in capitalized fees. In 1980, volume consisted of \$29,500,000 in media, \$9,500,000 in materials and services and \$18,000,000 in capitalized fees.

In 1981, the agency gained Alaska Seafood Marketing, Gibraltar S&L, F.N. Sports (Browning Golf Clubs), Gardco, Minit Lube, Three D Bed & Bath, Wyoming Bancorp.

It lost Pepsi-Cola Bottling of Los Angeles, Pizza Hut (California, Oregon, Washington, Arizona and New Mexico) and Union Bank.

Billings breakdown: Newspapers 18%, magazines 26%, radio 25%, spot tv 27%, outdoor 3.5%, other 5%.

The agency has 206 employees in eight U.S. offices. A year ago it had 210. Top execs: L. Glen Snarr, CEO; G. Robert Ruff, president; Jon Johnson, Arthur Anderson and Richard Marshall, senior vps. Phone: (801) 364-7452.

## Fahlgren & Ferriss

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$7,550,000 | \$6,400,000 |
| Total        | \$7,550,000 | \$6,400,000 |

Fahlgren & Ferriss, Parkersburg, W. Va., reported gross income of \$7,550,000 in 1981 on billings of \$50,360,000. Its gross income in 1980 was \$6,400,000 on billings of \$42,688,000.

Volume in 1981 consisted of \$24,675,000 in media, \$4,850,000 in materials and services and \$20,835,000 in capitalized fees. In 1980, volume consisted of \$22,586,220 in media, \$3,705,320 in materials and services and \$16,396,460 in capitalized fees.

In 1981, the agency gained Lane Drug Co., College Football Hall of Fame, Schoenling Brewing Co., WVOK Ad Assn., Charleston Zone Chevrolet Dealers, Villa Blanca.

It lost Cincinnati Gas & Electric and Union National Bank.

Billings breakdown: Newspapers 5%, magazines 7%, radio 10%, network and spot tv 58%, outdoor 2%, business papers 17%, other 1%.

The agency has 165 employees in six U.S. offices; a year ago it had 140 employees. Top execs: H. Smoot Fahlgren, president; Vincent J. Backley, James W. Swearingen, Don Rice, exec vps; William J. Farson, secretary-treasurer; B. Charles Wild, Rodney B. Stegall, Fred Harrington and Tom Welby, senior vps. Phone: (304) 424-3591.

## Geer, DuBois Inc.

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$7,200,000 | \$5,760,000 |
| Total        | \$7,200,000 | \$5,760,000 |

Geer, DuBois, New York, reported gross income of \$7,200,000 in 1981 on billings of \$48,240,000. Its gross income in 1980 was \$5,760,000 on billings of \$38,600,000.

The agency did not break out its volume for either year.

In 1981, the agency gained Allied Corp. (Anso IV Carpet Fiber), Almay Cosmetics, Apple & Eve Juices, Brown & Williamson Tobacco Corp. and Colorplus Cosmetics. The agency did not lose any accounts.

Billings breakdown: Newspapers 8%, magazines 43%, radio 14%, network tv 8%, spot tv 27%.

The agency has 120 employees; a year ago it had 102 employees. Top execs: Peter Geer, chairman; Richard Seclow, president; Edward Parella, treasurer; Jim Adair, John Allen, Rea Brown, Fred Irwin, Alan Johnson, Steve Olderman, Brian Sherwood, Doria Steedman, senior vps. Phone: (212) 741-1900.

## Geers Gross Inc.

| Gross Income | 1981         | 1980        |
|--------------|--------------|-------------|
| U.S.         | \$11,390,000 | \$9,965,000 |
| Total        | \$11,390,000 | \$9,965,000 |

Geers Gross Inc., New York, reported gross income of \$11,390,000 in 1981 on billings of \$79,500,000. It reported gross income of \$9,965,000 on billings of \$65,204,400 in 1980.

The agency is the largest in a network under the umbrella of parent, Geers Gross Ltd., London, England, and which also includes Geers Gross Advertising Ltd. and Geers Gross West, both in London.

The network reported gross income of \$22,000,000 in 1981 on billings of \$157,000,000. In 1980 it reported gross income of \$19,500,000 on billings of \$129,250,000.

Accounts gained by the New York office include BP Intl., BP Oil, W&J Sloane, Light & Lively Dairy Products, Lucille Roberts. The New York agency lost Jos. Garneau Co. Account gains by U.K. subsidiaries include English Country Cheese Council, Olympia Business Machines, Silentnight Beds, United Rum Merchants, Liberty Life Assurance, House of Holland.

Media breakdown for the consolidated shops: Newspapers 29%, magazines 11%, supplements 5%, radio 6%, tv 43%, outdoor 4%, business press 2%. Phone: (212) 350-9200.

## Griswold-Eshleman Co.

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$6,961,800 | \$6,724,805 |
| Total        | \$6,961,800 | \$6,724,805 |

Griswold-Eshleman, Cleveland, reported gross income of \$6,961,800 in 1981 on billings of \$43,013,204. Its gross income in 1980 was \$6,724,805 on billings of \$41,815,616.

Volume in 1981 consisted of \$29,604,658 in media, \$7,649,274 in materials and services and \$5,759,272 in capitalized fees. In 1980, volume consisted of \$29,272,493 in media, \$7,476,229 in materials and services and \$5,066,894 in capitalized fees. Its subsidiaries in New York, Pittsburgh and Columbus are included in the total.

In 1981, the agency gained Bendix Warner & Swasey Finance Corp., Howard Johnson's Ground Round & Red Coach Grill, Coalition for Environmental Energy Balance and Carrier Transcold Co.

It lost Hankison, Diamond Shamrock and Harnischfeger.

Billings breakdown: Newspapers 9.2%, magazines 25.9%, radio 5.4%, network tv 20.8%, spot tv 8%, outdoor 0.1%, business papers 30.1%, farm publications 0.5%.

The agency has 156 employees in seven U.S. offices. A year ago it had 127 employees in six U.S. offices. Top execs: Richard Gerbracht, chairman; Patrick Morin, president. Phone: (216) 696-3400.

## Group Three Advertising

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$5,161,075 | \$4,348,832 |
| Total        | \$5,161,075 | \$4,348,832 |

Group Three Advertising, Pompano Beach, Fla., had gross income of \$5,161,075 in 1981 on

billings of \$19,385,754. In 1980, it reported gross income of \$4,348,832 on billings of \$17,352,124.

Volume in 1981 consisted of \$5,621,484 in media, \$1,254,852 in materials and services and \$12,509,418 in capitalized fees. In 1980, volume consisted of \$4,788,905 in media, \$1,095,389 in materials and services and \$11,467,830 in capitalized fees.

The agency added to its list of accounts: Mitel Inc., Intl. Precious Metals, Basic Technologies, Univis, Net Com.

It lost Intl. Precious Metals, Naples Federal, Data Medix.

Billings breakdown: Newspapers 13%, magazines 21%, radio 10%, spot tv 14%, business papers 10%, point of sale 2%, direct mail 5%, other (collateral) 25%.

The agency had 28 employees in 1981. It had 40 in 1980. Top exec: Philip Rushlow, president. Phone: (305) 785-9000.

## Helfgott Towne & Silverstein

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$5,555,000 | \$4,800,000 |
| Total        | \$5,555,000 | \$4,800,000 |

Helfgott Towne & Silverstein, New York, reported gross income of \$5,555,000 in 1981 on billings of \$37,000,000, all from media. Its gross income in 1980 was \$4,800,000 on media billings of \$32,000,000.

In 1981, Helfgott gained Purolator Products automotive filter division, Ideal Toy Corp. doll division, and Crown Sporting Goods' Kiffe Luggage division.

It did not lose any accounts in 1981.

Billings breakdown: Newspapers 10%, magazines 10%, radio 10%, network tv 20%, spot tv 40%, outdoor 5%, point of sale 5%.

The agency has 54 employees in one office; a year ago it had 52. Top execs: Les Towne, ceo; D. William Silverstein, president; Steve Rotter, senior vp-account services; Michael O'Connell, senior vp-creative; Binnie Levin, senior vp-financial; Mike Mulieri, senior vp-media. Phone: (212) 582-2100.

## Hicks & Greist

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$6,400,000 | \$6,250,000 |
| Total        | \$6,400,000 | \$6,250,000 |

Hicks & Greist, New York, reported its gross income at \$6,400,000 on 1981 billings of \$46,000,000. Its 1980 gross income was \$6,250,000 on billings of \$43,000,000.

The agency's 1981 volume included \$42,000,000 in media, \$1,500,000 in materials and services and \$2,500,000 in capitalized fees. Its 1980 volume included \$39,000,000 in media, \$1,500,000 in materials and services and \$2,500,000 in capitalized fees. Its total includes its subsidiary, Irving Smith Kogan & Co.

Hicks last year gained the Port Authority New York/New Jersey, Nickerson Seafoods, Coty Cosmetics, Pot Noodle accounts.

Billings breakdown: Newspapers 11%, magazines 23%, supplements 3%, radio 8%, network tv 20%, spot tv 23%, cable tv 2% and outdoor 10%.

The agency has 113 employees in one office, the same number it had a year ago.

Top execs: Charles V. Skoog Jr., chairman; William L. Roper, chairman-exec committee; D. Edward Ricchiuto, president; Hank Selden, exec vp; Ralph Seden and William Wurtzel, senior vps. Phone: (212) 370-9600.

# Ogilvy & Mather

Our philosophy is not to have a style, but to make sure we have the best advertising in every category and advertising that works, including for such clients as Aramco and Paco Rabanne.



Arabian desert dwellers engaged in traditional game

Any other company could market all this. Ogilvy & Mather's client, Aramco, is a Saudi Arabian oil company. The agency is responsible for the marketing of Aramco's products in the U.S. and Canada. The agency has been working on the Aramco account since 1960. The agency has a long history of working with Aramco. The agency has a long history of working with Aramco. The agency has a long history of working with Aramco.

ARAMCO



## Hill, Holliday, Connors, Cosmopolos

| Gross Income  | 1981        | 1980        |
|---------------|-------------|-------------|
| U.S.          | \$7,421,000 | \$6,975,000 |
| International | \$784,000   | \$310,000   |
| Total         | \$8,205,000 | \$7,285,000 |

Hill, Holliday, Connors, Cosmopolos, Boston, reported gross income of \$8,205,000 in 1981 on billings of \$61,488,000. Its gross income in 1980 was \$7,285,000 on billings of \$46,106,000. Of those totals, non-U.S. income was \$784,000 in 1981 and \$310,000 in 1980.

U.S. volume in 1981 consisted of \$20,082,000 in media, \$6,184,000 in materials and services and \$30,355,000 in capitalized fees. In 1980, U.S. volume consisted of \$21,627,000 in media, \$4,705,000 in materials and services and \$17,706,000 in capitalized fees.

The agency's overseas volume was \$4,867,000 in 1981, with \$3,387,000 in media, \$299,000 in materials and services and \$1,181,000 in capitalized fees. Overseas volume in 1980 consisted of \$1,905,000 in media and \$163,000 in materials and services.

In 1981, the agency gained Baybanks, Jordan Marsh, Bureau of Solid Waste (Massachusetts), Corporation for a Cleaner Commonwealth.

Its overseas pr unit lost Spalding (U.K.), Greenway Sports, World Wildlife and Mobil.

Billings breakdown: Newspapers 12%, magazines 17%, supplements 1%, radio 4%, network tv 13%, spot tv 46%, cable tv 1%, outdoor 1%, business papers 4%, transit 1%.

The agency has 181 employees with 175 in two U.S. offices. A year ago it had 145 with 139 employees in the U.S. Top execs: John M. Connors Jr., president; George J. Hill, chairman; Walter M. Pile, senior vp-general manager; John Fitzgerald, William Matteson, senior vps-account service; Richard Pantano, Anthony Winch, senior vps-creative directors. Phone: (617) 437-1600.

## Hoffman York & Compton

| Gross Income | 1981 | 1980 |
|--------------|------|------|
|--------------|------|------|

| U.S.  | \$6,631,412 | \$6,045,605 |
|-------|-------------|-------------|
| Total | \$6,631,412 | \$6,045,605 |

Hoffman York & Compton, Milwaukee, a subsidiary of Compton Advertising, reported gross income of \$6,631,412 in 1981 on billings of \$44,209,400. Its gross income in 1980 was \$6,045,605 on billings of \$40,300,000.

The agency does not break out its dollar volume.

In 1981, the agency gained Kirby Vacuum Cleaners (national media advertising), Novotel Hotels and Sofitel Hotel in the U.S.

It lost Republic Airlines.

The agency employs 108 persons in two U.S. offices; a year ago it had 122.

Top execs: Eugene P. Lawler, president-ceo; Joel Kursel, chairman. Phone: (414) 259-2000.

For more information, see profile of parent agency, Compton Advertising, on Page 8.

## Humphrey Browning MacDougall

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$8,100,000 | \$7,368,000 |
| Total        | \$8,100,000 | \$7,368,000 |

Humphrey Browning MacDougall, Boston, reported gross income of \$8,100,000 in 1981 on billings of \$54,027,000. Its gross income in 1980 was \$7,368,000 on billings of \$49,144,560.

The agency did not break out its volume except to indicate capitalized fees of \$2,500,000 in 1981 and \$2,700,000 in 1980. Results include billings of a subsidiary, HBM/MacDonald & Co.

In 1981, the agency gained Nixdorf Computer Corp., Olin Corp., Westin/Boston Hotel, Codex Corp., Springhouse Products Co., Lexidata Corp., Consumer Value Stores and Paine Furniture Co.

It lost Brady Enterprises.

Billings breakdown: Newspapers 8%, magazines 20%, radio 6%, network tv 27%, spot tv 36%, other 3%.

The agency has 173 employees in three U.S. offices. A year ago it had 137 employees in two U.S. offices. Top execs: Richard S. Humphrey Jr., chairman; Edward Eskandarian, president-ceo; Franklin S. Browning Jr., treasurer; Peter W. Evans, Edmund C. Fitzmaurice, Douglas W. Houston, Arthur McGinness, Mary Moore, Michael H. Reingold, Anna Ungar, senior vps. Phone: (617) 723-7770.

## Ingalls Associates

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$7,000,000 | \$6,000,000 |
| Total        | \$7,000,000 | \$6,000,000 |

Ingalls Associates, Boston, reported gross income of \$7,000,000 in 1981 on billings of \$51,000,000. Its gross income in 1980 was \$6,000,000 on billings of \$40,000,000.

Volume in 1981 consisted of \$28,500,000 in media, \$6,500,000 in materials and services and \$16,000,000 in capitalized fees. In 1980, volume consisted of \$24,000,000 in media, \$5,000,000 in materials and services and \$11,000,000 in capitalized fees.

In 1981, the agency gained Spectator Management (Worcester Civic Center), Computrend Inc., Converse Rubber Co., Instrumentation Labs, Urban Development Corp. (Copley Place), Interface, Lovitt Foods, Laconia Shoe, I.S.S.A. Corp., SCA Services, V.R. Business Brokers, N.E. Brown Egg Council, Philip Morris Merit (pr).

It lost Brooks Shoe Manufacturing Co., Photoquick of America, Beaconway Fabric Co., Hartford National Bank.

Billings breakdown: Newspapers 20%, magazines 7%, radio 25%, spot tv 30%, outdoor 1%, business papers 16%, transit 1%.

The agency has 160 employees; a year ago it had 130 employees. Top exec: S. Joseph Hoffman, president. Phone: (617) 437-7000.

## Kallir, Philips, Ross

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$4,478,000 | \$5,132,000 |
| Total        | \$4,478,000 | \$5,132,000 |

Kallir, Philips, Ross, New York, a healthcare communications and marketing agency, reported gross income of \$6,470,000 in 1981 on billings of \$55,403,000. Its gross income in 1980 was \$5,132,000 on billings of \$43,405,000.

Volume in 1981 consisted of \$12,982,000 in media, \$7,450,000 in materials and services and \$34,971,000 in capitalized fees. In 1980, volume consisted of \$9,613,000 in media, \$5,518,000 in materials and services and \$28,274,000 in capitalized fees. Totals include those of its subsidiary, KPR Infor/Media.



## Gross income of \$5,000,000 to \$15,000,000

In 1981, the agency gained Ciba-Geigy Corp., Glaxo Inc. and Ortho Diagnostics System.

It did not lose any accounts.

Billings breakdown: Magazines (journals) 58%, direct mail 22%, other 20%.

The agency has 135 employees; a year ago it had 125. Top exec: John Kallir, president. Phone: (212) 878-3700.

### Lee King & Partners

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$6,875,000 | \$6,995,000 |
| Total        | \$6,875,000 | \$6,995,000 |

Lee King & Partners, Chicago, reported gross income of \$6,875,000 in 1981 on billings of \$46,050,000. Its gross income in 1980 was \$6,995,000 on billings of \$46,757,000.

Volume in 1981 consisted of \$31,851,000 in media, \$4,027,000 in materials and services and \$10,172,000 in capitalized fees. In 1980, volume consisted of \$34,214,000 in media, \$3,425,000 in materials and services and \$9,118,000 in capitalized fees.

In 1981, the agency gained the following accounts: Leaf Confectioners, Illinois Dept. of Commerce & Community Affairs, Mead Johnson & Co. and International Multifoods.

It lost Beef Industry Council, Jensen Sound Laboratories and Curtiss Candy division of Standard Brands.

Billings breakdown: Newspapers 9%, magazines 24%, supplements 1%, radio 2%, network tv 25%, spot tv 35%, outdoor 1%, business papers 3%.

The agency has 148 employees in one office; a year ago it employed 165.

Top execs: Lee King, president; Paul Greenfield, Bernard Merker, Kenneth Murison and S. Jerome Reshkin, partners-exec vps. Phone: (312) 645-6600.

### Kornhauser & Calene

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$9,100,000 | \$6,222,900 |
| Total        | \$9,100,000 | \$6,222,900 |

Kornhauser & Calene, New York, reported gross income of \$9,100,000 in 1981 on billings of \$80,154,600. Its gross income in 1980 was \$6,222,900 on billings of \$60,544,700.

Volume in 1981 consisted of \$77,654,600 in media and \$2,500,000 in capitalized fees. In 1980, volume consisted of \$58,631,800 in media and \$1,912,900 in capitalized fees.

In 1981, the agency gained American Contex Corp., Bahamasair, C-E Minerals Corp., C-E Refractories, Chromalloy R&T, Commodore Business Machines' computer systems division, Grow Group, Stal-Laval, Sumitomo Corp. of America, Thyssen, Union Carbide Corp. and American Home Products' Whitehall Laboratories' Preporcort anal itch remedy.

It did not lose any accounts in 1981.

Billings breakdown: Newspapers 1%, magazines 3%, supplements 1%, radio 3%, network tv 70%, spot tv 15%, business papers 4%, farm publications 1%.

The agency has 108 employees in one office; a year ago it had 90. Top execs: Henry Kornhauser, chairman; John Calene, president; Michael Cotter, Richard L. Matthews, Stanley M. Turk and Robert Wise, exec vps. Phone: (212) 684-6700.

### Kurtz & Tarlow

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$8,739,000 | \$5,177,000 |
| Total        | \$8,739,000 | \$5,177,000 |

Kurtz & Tarlow, New York, reported gross income of \$8,739,000 in 1981 on billings of \$63,204,000. Its gross income in 1980 was \$5,177,000 on billings of \$40,604,000.

Volume in 1981 consisted of \$50,209,000 in media, \$6,241,000 in materials and services and \$6,754,000 in capitalized fees. In 1980, volume consisted of \$31,294,000 in media, \$4,101,000 in materials and services and \$5,209,000 in capitalized fees.

In 1981, the agency gained Celebrity Inc., Prestige Place, Pierre Fabre Co., First Bank of New Haven, Gold Seal Co., L.J.N. Toys, Nature's Organics, Schiff Natural Vitamins, Topps Bubble Gum & Baseball Cards, Warner Communications' Warner Cosmetics division, Schenley Industries, Puralator Courier Convenience Centers and Cuisinart Commercial Cookware.

It lost Allegheny-Ludlum and resigned Tyco Toys and Coty.

Billings breakdown: Newspapers 1%, magazines 36%, supplements 3%, radio 3%, network tv 26%, spot tv 31%.

The agency has 98 employees in one U.S. office; a year ago it had 83. Top execs: Donald Kurtz, president; Lou Goldman, Chris Hansen, Gerard Hyde, Ira Matathia, senior vps-management supervisors; Sandy Carlson, Alan Chalfin, Ellen Azorin, senior vps-associate creative directors, art; Elmer Skahan, senior vp-associate creative director, copy; Russ Gilsdorf, senior vp-media director. Phone: (212) 935-1010.

### Laurence, Charles & Free

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$14,250,000 | \$11,850,000 |
| Total        | \$14,250,000 | \$11,850,000 |

Laurence, Charles & Free, New York, created in December, 1981, with the merger of Daniel & Charles and F. William Free & Co., and reporting as Daniel & Charles for 1981, had gross income of \$14,250,000 on billings of \$95,000,000. Its gross income in 1980 was \$11,850,000 on billings of \$79,000,000.

Volume in 1981 consisted of \$85,000,000 in media, \$5,000,000 in materials and services and \$5,000,000 in capitalized fees. In 1980, volume consisted of \$70,000,000 in media, \$4,000,000 in materials and services and \$5,000,000 in capitalized fees.

In 1981, the agency gained Bristol-Myers' Bufferin, Extra Strength Bufferin and Comtrex Nighttime, Abbott Labs' Selsun Blue and Murine ear drops, Drackett's Endust. New clients for the Free agency: American Brands' Carlton cigarettes, Adidas, Alfa Romeo, Heublein, Coca-Cola Foods.

It lost Oscar de la Renta Menswear and Maidenform Inc.

Billings breakdown: Newspapers 17%, magazines 21%, supplements 2%, radio 2%, network tv 27%, spot tv 18%, outdoor 6%, business papers 1%, transit 4%, point of sale 2%.

The agency has 179 employees in one office; a year ago it had 175 employees in one office. Top execs: Charles Goldschmidt, chairman; F. William Free, vice-chairman; Laurence D. Dunst, president; Brett Shevack, exec vp-creative director; Martin Smith, exec vp-account services; Bonnie Piven, Russell K. Shaffer, Alfred L. Evans, Jr., senior vps-management super-

visors; Richard Walken, senior vp-marketing service and media; Paul Hiromura, senior vp-marketing research; Jack Mitnick, senior vp-production; Herman Feingold, senior vp-treasurer; Ellen Goldschmidt, senior vp-broadcast production; Herbert Kepke, Shelly Isaacs, Paul Hodges, senior vp-associate creative directors, and Basil Thomson, senior vp-account supervisor. Phone: (212) 661-0200.

### Al Paul Lefton Co.

| Gross Income  | 1981        | 1980        |
|---------------|-------------|-------------|
| U.S.          | \$8,600,000 | \$7,755,000 |
| International | \$240,000   | \$195,000   |
| Total         | \$8,840,000 | \$7,950,000 |

Al Paul Lefton Co., New York, reported gross income of \$8,700,000 in 1981 on billings of \$58,000,000. Its gross income in 1980 was \$7,950,000 on billings of \$53,000,000. Of the total, non-U.S. income was \$240,000 in 1981 and \$195,000 in 1980.

The agency's U.S. billings were \$56,400,000 in 1981 and \$51,700,000 in 1980. Lefton does not break out its dollar volume. The agency's overseas volume was \$1,600,000 in 1981 and \$1,300,000 in 1980.

In 1981, the agency gained Kendall Refining Co., Pitney Bowes and Delaware River Port Authority.

It lost Commonwealth of Pennsylvania Department of Commerce, Saxon Business Machines and resigned Union Mutual Life Insurance.

Billings breakdown: Newspapers 12%, magazines 11%, supplements 2%, radio 13%, network tv 25%, spot tv 18%, business papers 9%, farm publications 3%, transit 1%, direct mail 2%, other 4%.

The agency has 185 employees in two U.S. offices. A year ago it had 188 employees. Top execs: Al Paul Lefton Jr., president; Grayson Lathrop, chairman; James W. North, exec vp. Phone: (212) 867-5100.

### Levine, Huntley, Schmidt, Plapler & Beaver

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$6,327,000 | \$5,477,500 |
| Total        | \$6,327,000 | \$5,477,500 |

Levine, Huntley, Schmidt, Plapler & Beaver, New York, reported gross income of \$6,327,000 in 1981 on billings of \$41,937,000. Its gross income in 1980 was \$5,477,500 on billings of \$36,550,000.

Volume in 1981 consisted of \$34,000,000 in media, \$1,227,000 in materials and services and \$6,710,000 in capitalized fees. In 1980, volume consisted of \$27,075,000 in media, \$1,425,000 in materials and services and \$8,050,000 in capitalized fees.

In 1981, the agency gained Saucy Susan Products, The Entertainment Channel, Pollio Dairy Products, Natl Foundation for Ileitis & Colitis.

It resigned Commodore Intl. Billings breakdown: Newspapers 10%, magazines 20%, supplements 3%, radio 18%, network tv 27%, spot tv 15%, cable tv 2%, outdoor 3%, business papers 1%, transit 1%.

The agency has 85 employees in one office. A year ago it employed 74 persons.

Top execs: Harold Levine, chairman; Robert H. Schmidt, president; Allan Beaver and Larry Plapler, exec vps-co-creative directors. Phone: (212) 557-0900.

### Lewis & Gilman

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$8,340,000 | \$8,340,000 |
| Total        | \$8,340,000 | \$8,340,000 |

Lewis & Gilman, Philadelphia, reported gross income of \$8,340,000 in 1981 on billings of \$59,000,000. Its gross income in 1980 was \$8,340,000 on billings of \$55,600,000.

Volume in 1981 consisted of \$33,900,000 in media, \$9,400,000 in materials and services and \$15,700,000 in capitalized fees. In 1980, volume consisted of \$29,950,000 in media, \$8,650,000 in materials and services and \$17,000,000 in capitalized fees.

In 1981, the agency gained Exide Intl., Pennwalt Stokes and Sharples-Stokes division.

It lost American Olean Tile division, RCA Corp., Tasty Baking Co. and Thermo-Rite Mfg.

Billings breakdown: Newspapers 13%, magazines 5%, radio 14%, spot tv 41%, outdoor 2%, business papers 17%, farm publications 2%, direct mail 1%, other 5%.

The agency has 200 employees in one U.S. office; a year ago it had 215. Top execs: Robert G. Wilder, president; John Kaiser, exec vp-advertising division. Phone: (215) 568-3775.

### Lord, Geller, Federico, Einstein

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$6,695,662 | \$4,677,000 |
| Total        | \$6,695,662 | \$4,677,000 |

Lord, Geller, Federico, Einstein, New York, a J. Walter Thompson Co. subsidiary, reported gross income of \$6,695,662 in 1981 on billings of \$52,912,730. Its gross income in 1980 was \$4,677,000 on billings of \$34,265,133.

Volume in 1981 consisted of \$29,362,550 in media, \$6,333,356 in materials and services and \$17,216,824 in capitalized fees. In 1980, volume consisted of \$18,866,277 in media, \$4,310,468 in materials and services and \$11,088,408 in capitalized fees.

In 1981, the agency gained Calard & Bowser, Fischbach Corp., IBM Personal Computer, Laker Airways Ltd., Munsingwear Inc.'s Vassarette division, Savings Banks Assn. of New York State, Scientific American and South Street Seaport.

It lost Citibank and Teledyne Acoustic Research.

Billings breakdown: Newspapers 9%, magazines 30%, radio 4%, network tv 21%, spot tv 30%, outdoor 1%, business papers 2%, transit 1%, other 2%.

The agency has 126 employees in one office; a year ago it had 101 employees. Top execs: Richard Lord, president; Norman Geller, Gene Federico, Arthur Einstein and Edward Yaconetti, exec vps; Thomas Mabley and Richard Thomas, senior vp-creative directors. Phone: (212) 421-6050.

For more information, see profile of parent agency, J. Walter Thompson.

### MCA Advertising

| Gross Income | 1981         | 1980        |
|--------------|--------------|-------------|
| U.S.         | \$10,350,000 | \$9,350,000 |
| Total        | \$10,350,000 | \$9,350,000 |

MCA Advertising, New York, a wholly-owned subsidiary of Marketing Corp. of America, Westport, Conn., reported gross income of \$10,350,000 in 1981 on billings of \$85,300,000. Its gross income in 1980 was \$9,350,000 on billings of \$75,000,000.

Volume in 1981 consisted of \$77,725,000 in media and \$7,575,000 in capitalized fees. In 1980, volume consisted of \$71,000,000 in media

and \$4,000,000 in capitalized fees.

In 1981, the agency gained Nabisco Brands (Fleischmann's and Blue Bonnet margarines and spreads, Royal pudding and gelatin, Curtiss Candy's Babe Ruth and Butterfinger and new products) and F&M Schaefer Co. (Schaefer and Pils beers).

It did not lose any accounts.

Billings breakdown: Newspapers 12%, magazines 15%, supplements 2%, radio 1%, network tv 28%, spot tv 11%, outdoor 28%, transit 3%.

The agency has 65 employees in two offices, the same number it had a year ago. Top execs: James R. McManus, chairman; Morgan V. Hunter, president. Phone: (212) 661-5491.

### William Douglas McAdams Inc.

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$7,900,000 | \$7,550,000 |
| Total        | \$7,900,000 | \$7,550,000 |

William Douglas McAdams Inc., New York, a leading healthcare agency, reported gross income of \$7,900,000 in 1981 on billings of \$52,621,000. Its gross income in 1980 was \$7,550,000 on billings of \$50,325,000.

Volume in 1981 consisted of \$36,225,000 in media, \$8,320,000 in materials and services and \$8,076,000 in capitalized fees. In 1980, volume consisted of \$34,500,000 in media, \$8,025,000 in materials and services and \$7,800,000 in capitalized fees.

In 1981, the agency gained Laboratorios Bago and Roche Products.

It lost Reed & Carnrick.

Billings breakdown: Magazines/journals 62%, direct mail 29%, other 9%.

The agency has 165 employees; a year ago it had 160. Top execs: Irwin C. Gerson, president; William M. Wolf, exec vp; Anthony J. D'Onofrio, senior vp-general manager; Eugene Fine, Howard Mandelbaum, Ron Vignone, senior vps-account services; Victor Trasoff, Tom Domanico, Walter Scott, senior vps-art; Claire Anderley, senior vp-copy; Murray Weinstein, financial vp. Phone: (212) 759-6300.

### McDonald & Little

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$7,448,000 | \$6,829,500 |
| Total        | \$7,448,000 | \$6,829,500 |

McDonald & Little, Atlanta, now a subsidiary of Ted Bates & Co., reported gross income of \$7,448,000 in 1981 on billings of \$51,200,000. Its gross income in 1980 was \$6,829,500 on billings of \$47,500,800.

Volume in 1981 consisted of \$24,494,200 in media, \$4,543,800 in materials and services and \$22,162,000 in capitalized fees. In 1980, volume consisted of \$19,869,300 in media, \$5,830,500 in materials and services and \$21,801,000 in capitalized fees. The agency's subsidiary, 23-Skidoo, is not included in the total.

In 1981, the agency gained Borden's Inc. snack food division and Turner Broadcasting System.

It lost Coca-Cola Foods division Hi-C brand, First National Bank of Birmingham, McDonald's Corp. Atlanta Co-op and WXIA-TV.

Billings breakdown: Newspapers 8.7%, magazines 5.3%, radio 9.5%, network tv 22.1%, spot tv 50.5%, outdoor 3.9%.

The agency has 112 employees in one U.S. office; a year ago it had 125 employees. Top execs: Michael McDonald, ceo; Oliver Kiss, exec vp-coo; Virgil Shutze, exec vp-creative director. Phone: (404) 881-8700.

For more information, see profile of parent agency, Ted Bates & Co.

## McKinney Silver & Rockett

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$5,403,491 | \$4,544,064 |
| Total        | \$5,403,491 | \$4,544,064 |

McKinney Silver & Rockett, Raleigh, N.C., reported gross income of \$5,403,491 in 1981 on billings of \$36,024,967. Its gross income in 1980 was \$4,544,064 on billings of \$30,295,208.

Volume in 1981 consisted of \$28,534,260 in media, \$4,106,736 in materials and services and \$3,383,971 in capitalized fees. In 1980, volume consisted of \$23,673,122 in media, \$3,736,531 in materials and services and \$2,885,555 in capitalized fees.

In 1981, the agency gained General Mills' Darryl's Restaurants and National Bank of Washington. It lost Pine State Creamery Co.

Billings breakdown: Newspapers 14%, magazines 18%, radio 14%, spot tv 43%, outdoor 2%, business papers 9%.

The agency has 73 employees in one office; a year ago it had 66. Top execs: Charles C. McKinney, chairman-president; Michael J. Silver, Howard G. Rockett, exec vps; Robert C. Doherty, Michael N. Winslow, Charles G. Ashby, John W. Ketchum, Donald Heineman and L. Lloyd Jacobs, senior vps. Phone: (919) 828-0691.

## Medicus Intercon International

| Gross Income  | 1981         | 1980         |
|---------------|--------------|--------------|
| U.S.          | \$4,942,000  | \$4,792,000  |
| International | \$5,937,000  | \$5,292,000  |
| Total         | \$10,879,000 | \$10,085,000 |

Medicus Intercon International, New York, reported gross income of \$10,879,000 in 1981 on billings of \$96,420,000. Its gross income in 1980 was \$10,085,000 on billings of \$83,885,000.

The agency's 1981 U.S. volume consisted of \$6,481,000 in media, \$6,931,000 in materials and services and \$29,415,000 in capitalized fees. In 1980, volume consisted of \$4,139,000 in media, \$5,218,000 in materials and services and \$29,734,000 in capitalized fees.

The agency's overseas billings were \$53,593,000 in 1981 and \$44,794,000 in 1980.

Consolidated figures are from reporting agencies in Frankfurt, London, Paris, Milan, Tokyo, Toronto, New York and Zug, Switzerland.

In 1981, U.S. accounts gained were Chesebrough-Pond's, Smith-Kline & French Labs, Miles Pharmaceuticals, Richardson-Vicks. U.S. accounts lost: Anderson Clayton, Morton Salt, Boehringer-Mannheim Diagnostics.

Accounts added overseas by country: Germany—Astra Chemicals, Abbott Diagnostics, Cyanamid Benelux, Boehringer Mannheim, G.D. Searle, Dr. Thiemann. Germany's AVS division-Homburg-Degussa Pharma Gruppe, L. Merckle, Milupa, Schering, Teekanne, Zyma; England—Coloplast, London Rubber, Surgimed A/S; Italy—Bayer Italia, Becton Dickinson, Essex Italia, Cyanamid Italia, Laboratori Glaxo, Masson, Midi, Pfizer Italiana, Recordati Industria, Vita Delagrang, TIE; Japan—SmithKline Fujisawa, Rhone-Poulenc/Kissei, Terumo; Canada—H.J. Heinz, McNeil Laboratories (Canada), Miles, Procter & Gamble, SmithKline & French (Canada), Standard Brands, Syntex.

Accounts lost overseas: Germany—Much AG. Germany's Interconcept division-Eli Lilly; England—Nicholas Labs, Richardson-Vicks Ltd., A.H. Robins.

Billings breakdown: Business

papers 35%, direct mail 10%, other (salesmen's materials, audiovisual programs, company-sponsored publications) 55%.

The agency has 250 employees in 14 offices, including 108 in two U.S. offices. A year ago it had 250 employees in 19 offices, including 111 in four U.S. offices.

Top execs: Lawrence J. Lesser, chairman, ceo; William Castagnoli, president-U.S. operations; Hartwig Ellmer, president-intl. operations; Anthony Stayner, exec vp-intl. Gary Elman, comptroller-U.S.; Wilhelm Rall, comptroller-intl.

Phone: (212) 826-0760.

For additional information, see profile of parent agency, Benton & Bowles.

## Meldrum & Fewsmith

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$6,758,000 | \$6,375,000 |

|               |             |             |
|---------------|-------------|-------------|
| International | 000,000     | 000,000     |
| Total         | \$7,358,000 | \$6,375,000 |

\*A.A. estimates

Meldrum & Fewsmith, Cleveland, is estimated to have had gross income of \$7,350,000 in 1981 on estimated billings of \$49,000,000. Its estimated gross income in 1980 was \$6,975,000 on billings of \$46,500,000. Foreign gross income was estimated at \$600,000 for each year.

The agency's U.S. volume in 1981 was estimated at \$45,000,000, while its 1980 volume was estimated at \$42,500,000. The agency's overseas volume was estimated at \$4,000,000 for both 1981 and 1980.

In 1981, the agency gained B.F. Goodrich Tire Group (trade and Yellow Pages), Euclid National Bank, Towmotor Corp., Caterpillar Tractor Co., Michigan Rivet Corp., Peninsular Steel Co. and Webasto North America.

It lost WFLD-TV and Lumberman's Insurance Co.

Overseas, the agency gained Fa-

mous Grouse Scotch whisky, Federal Mogul, South African Airways, Creyff's Interim and Gerber Scientific Instruments. It lost Mobil Plastics Europe.

Billings breakdown: Newspapers 3%, magazines 5%, radio 10%, network tv 20%, spot tv 15%, outdoor 0.5%, business papers 28%, farm publications 7%, direct mail 1.5%, other 10%.

The agency has 170 employees in four offices, with 153 in the three U.S. offices. A year ago it had 165 employees, with 150 in the U.S. offices.

Top execs: Arthur Earley, chairman-ceo; Terrence G.E. Parmelee, president; Warren J. Eggly, senior vp-secretary/treasurer; W. Dean Neill, exec vp-Detroit; Jeffrey H. Bryden, Robert Iredell, senior vps-management supervisors; Bruce S. Childers, senior vp-marketing services, and Thomas E. Butterfield, senior vp-general manager, Chicago.

Phone: (216) 241-2141.

## Nadler & Larimer

| Gross Income  | 1981        | 1980        |
|---------------|-------------|-------------|
| U.S.          | \$7,000,000 | \$6,000,000 |
| International | 000,000     | 000,000     |
| Total         | \$7,000,000 | \$6,000,000 |

Nadler & Larimer, New York, reported gross income of \$8,800,000 in 1981 on billings of \$59,000,000. Its gross income in 1980 was \$7,500,000 on billings of \$50,000,000.

The agency did not break out its 1981 volume. Its 1980 volume consisted of \$40,000,000 in media and \$4,000,000 in materials and services.

Overseas volume came to \$6,000,000 in 1981 and 1980, with \$5,000,000 in media and \$1,000,000 in materials and services.

In 1981, the agency gained the following accounts: Avis Car Leasing, Consolidated Cigar Corp., Johnson & Higgins and Restaurant

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## Gross income of \$5,000,000 to \$15,000,000

Associates. Overseas, it added Royal Insurance Co., Superga athletic footwear and Pit Stop (auto mufflers).

It lost Geo magazine, Her Majesty and Lily of France.

Billings breakdown: Newspapers 15%, magazines 20%, supplements 5%, radio 20%, network tv 10%, spot tv 25%, outdoor 5%.

The agency has 150 employees in two offices, the same number it had a year ago.

Top execs: Arch Nadler, chairman; Robert Larimer, president. Phone: (212) 245-7300.

### Rosenfeld, Sirowitz & Lawson

| Gross Income | 1981         | 1980        |
|--------------|--------------|-------------|
| U.S.         | \$18,571,000 | \$9,815,000 |
| Total        | \$18,571,000 | \$9,815,000 |

Rosenfeld, Sirowitz & Lawson, New York, reported gross income of \$10,571,000 in 1981 on billings of \$85,000,000. Its gross income in 1980 was \$9,015,000 on billings of \$73,100,000.

Volume in 1981 consisted of \$59,537,200 in media, \$5,662,900 in materials and services and \$19,800,000 in capitalized fees. In 1980, volume consisted of \$53,196,000 in media, \$4,163,500 in materials and services and \$15,740,500 in capitalized fees.

In 1981, the agency gained Harlequin Enterprises, International Playtex, Oppenheimer Management Corp., Pfizer Inc., American Home Products Corp. (Dry & Clear, Diet Gard).

It lost John Hancock Mutual Life Insurance Co.

Billings breakdown: Newspapers 4%, magazines 15%, radio 7%, network tv 17%, spot tv 56%, outdoor 1%.

The agency has 170 employees; a year ago it had 176 employees.

Top execs are: Thomas E. Lawson, president; Ronald Rosenfeld and Leonard Sirowitz, exec vp-co-creative directors; Larry Osborne, exec vp-associate creative director; Robert W. Hinson, exec vp-director media services; Peter Heinz and Richard Flaxman, exec vps-account group directors. Phone: (212) 765-2900.

### Rumrill-Hoyt

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$8,550,000 | \$8,350,000 |
| Total        | \$8,550,000 | \$8,350,000 |

Rumrill-Hoyt, New York, a subsidiary of Compton Advertising, reported gross income of \$8,550,000 in 1981 on billings of \$57,000,000. Its gross income in 1980 was \$8,350,000 on billings of \$55,700,000.

Volume in 1981 consisted of \$20,464,000 in media, \$2,652,000 in materials and services and \$33,884,000 in capitalized fees. In 1980, volume consisted of \$20,025,000 in media, \$2,592,000 in materials and services and \$33,083,000 in capitalized fees.

In 1981, the agency gained Allied Corp. specialty chemicals and plastics divisions and Newell Cos.

It lost Pharmacrast, Shakespeare Fishing Tackle, Crouse Hinds and Community Savings Bank.

Billings breakdown: Newspapers 4.1%, magazines 59.8%, radio 12.5%, network tv 8.8%, spot tv 6.9%, outdoor 2.2%, other 5.7%.

The agency has 165 employees in two U.S. offices; a year ago it had 200. Top execs: Gene Novak, president-ceo; D.B. Miller, chairman; Joseph Valerio, exec vp-general manager, Rochester office; Paul Goldsmith, exec vp-general man-

ager, New York; Richard Peters, president-Computer Market Service; C.N. Gleason and David Fisher, senior vps. Phone: (212) 753-1770.

For more information, see parent agency, Compton Advertising.

### Sawdon & Bess

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$5,235,000 | \$3,900,000 |
| Total        | \$5,235,000 | \$3,900,000 |

Sawdon & Bess, New York, a Ted Bates & Co. subsidiary, reported gross income of \$5,235,000 in 1981 on billings of \$35,000,000. Its gross income in 1980 was \$3,900,000 on billings of \$26,900,000.

Volume in 1981 consisted of \$28,700,000 in media, \$4,200,000 in materials and services and \$2,100,000 in capitalized fees. In 1980, volume consisted of \$21,800,000 in media, \$3,800,000 in materials and services and \$1,300,000 in capitalized fees.

In 1981, the agency gained the following accounts: Burlington Industries' Lees Carpets, Monticello Carpets, Burlington House Carpets and Contract Carpets divisions; Johanna Farms' La Yogurt; Savin Canada; Kinney Corp. Foot Locker Outlet, Kinney Factory Outlets and Fredelle; Pontiac Dealer Assn. of Greater Miami, and Ronson Corp..

It lost Pontiac Dealers of Massachusetts.

Billings breakdown: Newspapers 5%, magazines 10%, radio 15%, network tv 65%, other 5%.

The agency has 64 employees in two U.S. offices. A year ago it had 60 employees in two U.S. offices. Top execs: Jerome Bess, president; Martin Mitchell Jr., exec vp-general manager; John Paul Jones, exec vp-management group head; Carl Koehler, senior vp-creative group head; Angelo LaValle, and Robert Conroy, senior vps-management group heads. Phone: (212) 751-6660.

For more information, see profile of parent agency, Ted Bates & Co.

### Sieber & McIntyre

| Gross Income  | 1981        | 1980        |
|---------------|-------------|-------------|
| U.S.          | \$6,924,165 | \$5,262,444 |
| International | \$368,700   | \$239,640   |
| Total         | \$7,292,865 | \$5,502,084 |

Sieber & McIntyre, Chicago, reported gross income of \$7,292,865 in 1981 on billings of \$51,362,951. Its gross income in 1980 was \$5,502,084 on billings of \$45,453,939. Of the totals, non-U.S. income was \$368,700 in 1981 and \$239,640 in 1980.

U.S. volume in 1981 consisted of \$7,735,051 in media, \$5,846,065 in materials and services and \$35,147,835 in capitalized fees. In 1980, U.S. volume consisted of \$6,845,178 in media, \$5,173,509 in materials and services and \$32,149,073 in capitalized fees.

The agency's overseas volume was \$2,634,000 in 1981, of which \$666,350 was in materials and services and \$1,967,650 was in capitalized fees. Overseas volume was \$1,286,179 in 1980, with \$565,819 in materials and services and \$720,360 in capitalized fees.

In 1981, the agency gained Burroughs Wellcome Co., Boots Pharmaceuticals, Bristol Laboratories, Dorsey Laboratories, Marion Laboratories, Pennwalt Prescription Products, Searle Laboratories, Wyeth Laboratories, Whitehall Laboratories, American Sterilizer Co., Bausch & Lomb, American Scientific Products, Mortar & Salt and Survival Technology. Overseas, it gained Nippon Roussel

## Ted Bates & Co.

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K.K., Roussel Medica K.K. and Chugai Pharmaceuticals K.K.

It lost Parke-Davis' Anusol. Billings breakdown: Magazines 65.3%, direct mail 12.4%, other 22.3%.

The agency has 133 employees in four offices, with 127 in two U.S. offices. A year ago it had 126 employees with 121 in the U.S. Top execs: R. Joseph McIntyre, president; Ethelrita Gleason, James Robinson, Pat McGigue, Fred Fitzsimmons, Dave McCarty, exec vps; Ken March, Bruno Ruegg, Ray Taylor and Todd Mahony, senior vps. Phone: (312) 266-9200.

### Smith/Greenland

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$5,300,000 | \$5,120,000 |
| Total        | \$5,300,000 | \$5,120,000 |

Smith/Greenland, New York, reported gross income of \$5,300,000 in 1981 on billings of \$34,000,000. Its gross income in 1980 was \$5,120,000 on billings of \$32,000,000.

Volume in 1981 consisted of \$27,465,000 in media, \$3,200,000 in materials and services and \$3,335,000 in capitalized fees. In 1980, volume consisted of \$26,018,460 in media, \$2,900,000 in materials and services and \$3,081,540 in capitalized fees.

In 1981, the agency gained: Hotel Intercontinental, Health-Chem Corp. and Chevrolet Dealers Metro Tri-State Assn. It lost Town & Country magazine and Next magazine.

Billings breakdown: Newspapers 15%, magazines 23%, radio 7%, spot tv 44%, direct mail 8%, other 3%.

The agency has 104 employees; a year ago it had 106 employees.

Top execs: Leo Greenland, chairman; Norman Goluskin, president; Murray Platte, exec vp; Oscar Haffner, senior vp-finance; Murray Klein, senior vp-creative director; Larry Vine, senior vp-co-creative director; Beryl Seidenberg, senior vp-media; Peter W. Weinberg and Harry Wenthien, senior vps-account service; Paul Jervis, vp-exec art director. Phone: (212) 752-5500.

### Spiro & Associates

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$5,521,000 | \$5,126,100 |
| Total        | \$5,521,000 | \$5,126,100 |

Spiro & Associates, Philadelphia, reported gross income of \$5,521,000 in 1981 on billings of \$40,901,000. Its gross income in 1980 was \$5,126,100 on billings of \$36,215,130.

Volume in 1981 consisted of \$13,033,000 in media, \$4,343,000 in materials and services and \$23,525,000 in capitalized fees. In 1980, volume consisted of \$12,010,000 in media, \$5,336,000 in materials and services and \$18,869,130 in capitalized fees.

In 1981, the agency gained Abraham & Straus, AM Cable TV Industries, Betz Laboratories, Comcast, General Accident Group, Mediq, Orrefors, Tannen Towers, Dunfee Marquette Hotel, Hershey

Philadelphia Hotel, Philadelphia Centre Hotel and Skirvin Plaza.

It lost Abington Hospital and National Institute of Infant Services. Billings breakdown: Newspapers 20%, magazines 23%, supplements 1%, radio 14%, spot tv 25%, outdoor 6%, business papers 9%, direct mail 2%.

The agency has 120 employees; a year ago it had 103. Top execs: Walter Spiro, chairman; Norman Tissian, president; Robert Bolger, secretary; Nelson Fellman Jr., exec vp; Harry Egbert, Gerald Oakes, Martin Kramer, Gordon Lawrence, senior vps; Charles Bo-finger, senior vp-assistant to the chairman. Phone: (215) 923-5400.

### Sudler & Hennessey

| Gross Income  | 1981         | 1980         |
|---------------|--------------|--------------|
| U.S.          | \$10,290,000 | \$9,273,000  |
| International | 2,000,000    | 2,780,000    |
| Total         | \$12,290,000 | \$12,053,000 |

Sudler & Hennessey, New York, a subsidiary of Young & Rubicam, reported gross income of \$13,800,000 in 1981 on billings of \$92,000,000. Its gross income in 1980 was \$12,055,000 on billings of \$80,500,000.

The agency's U.S. volume was \$68,000,000 in 1981 and \$62,000,000 in 1980. The agency's overseas volume was \$24,000,000 in 1981 and \$18,500,000 in 1980.

In 1981, the agency gained the following accounts: Abbott Labs.; Ames; Ciba-Geigy; Parke Davis

(consumer products); Revlon Health Care; Stuart Pharmaceutical (consumer products), and CooperVision.

Overseas it gained over 20 accounts, including Beecham Labs, Johnson & Johnson and Upjohn (all Australia); Mead-Johnson (England); Abbott Labs (France); DuPont (Germany), and Sandoz Pharmaceutical (Japan). It did not report overseas losses.

It did not supply a billings breakdown.

The agency has 232 employees in nine offices, including 172 in three U.S. offices, the same as a year ago.

Top execs: Matthew J. Hennessey, ceo; William B. Gibson, president, and exec vps de Paul Trunk, Robert Gouterman, Neil Leiner, Arthur M. Rosen and Donald Howard.

Phone: (212) 265-8000.

For more information, see profile of parent agency, Young & Rubicam.

### Tatham-Laird & Kudner

| Gross Income | 1981         | 1980         |
|--------------|--------------|--------------|
| U.S.         | \$14,600,000 | \$13,965,000 |
| Total        | \$14,600,000 | \$13,965,000 |

Tatham-Laird & Kudner, Chicago, reported gross income of \$14,600,000 in 1981 on billings of \$98,000,000. Its gross income in 1980 was \$13,965,000 on billings of \$94,000,000.

Volume in 1981 consisted of \$61,000,000 in media, \$9,000,000 in materials and services and \$28,000,000 in capitalized fees. In 1980, volume consisted of \$59,900,000 in media, \$8,000,000 in materials and services and \$26,100,000 in capitalized fees.

In 1981, the agency gained the following accounts: R.J. Reynolds Tobacco Co.'s Royal Comfort & Prince Albert mild pipe tobaccos; Miles Laboratories Bactine hydrocortisone; Ralston Purina Co. Top Secret Cat Litter deodorizer; Kimberly-Clark Corp.'s Tough Cat cleaning cloths. TL&K's direct marketing division, based in New York, gained Mattel Inc. U.S. Toys division; Hearst/ABC Video Services, and Cable TV Promotions.

TL&K Direct Marketing lost RCA Music Services.

Billings breakdown: Newspapers 17.5%, magazines 12%, supplements 2.1%, radio 2%, network tv 29%, spot tv 30.7%, outdoor 0.1%, business papers 3%, direct mail 3.6%. The agency has 300 employees in two U.S. offices. A year ago it had 320 employees in two offices. Top execs: Jerome Birn, chairman-ceo; Charlotte Beers, coo; William Bienemann, managing partner; David Heneberry, general manager, N.Y. Phone: (312) 337-4400.

### Tucker Wayne & Co.

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$6,210,000 | \$5,100,000 |
| Total        | \$6,210,000 | \$5,100,000 |

Tucker Wayne & Co., Atlanta, reported gross income of \$6,210,000 in 1981 on billings of \$43,258,000. Its gross income in 1980 was \$5,100,000 on billings of \$37,400,000.

Volume in 1981 consisted of \$35,757,000 in media, \$3,937,000 in materials and services and \$3,564,000 in capitalized fees. In 1980, volume consisted of \$30,195,000 in media, \$3,583,500 in materials and services and \$3,621,500 in capitalized fees.

In 1981, the agency did not gain any accounts and resigned Life Insurance Co. of Virginia.

Billings breakdown: Newspapers 13%, magazines 4%, radio 24%, network tv 1%, spot tv 45%, outdoor

2%, business papers 2%, farm publications 9%.

The agency has 106 employees; a year ago it had 104. Top execs: Matthew Connor, chairman; Knox Massey Jr., president; Sidney L. Smith, exec vp; Leslie E. Parker Jr., senior vp-creative director; William H. Zuspan, senior vp-media director. Phone: (404) 522-2383.

### Venet Advertising

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$5,241,005 | \$4,768,705 |
| Total        | \$5,241,005 | \$4,768,705 |

Venet Advertising, New York, reported gross income of \$5,241,005 in 1981 on billings of \$38,159,967. Its gross income in 1980 was \$4,768,705 on billings of \$34,270,400.

Volume in 1981 consisted of \$21,973,000 in media, \$6,942,300 in materials and services and \$9,244,667 in capitalized fees. In 1980, volume consisted of \$19,981,100 in media, \$6,404,200 in materials and services and

\$7,885,100 in capitalized fees.

In 1981, Venet gained the Hudson Vitamins division of Cadence Industries; Surprise Stores; Marcal Paper Products; Rockford Furniture; Diamonair division of Litton Industries; Parrott Chemical special assignments, and R&S/Strauss Auto Stores. It lost Johnson Chemical Co. and Lacto Milk Products.

Billings breakdown: Newspapers 15%, magazines 5%, supplements 5%, radio 15%, network tv 15%, spot tv 43%, outdoor 1%, business papers 1%.

The agency has 129 employees in

two U.S. offices. A year ago it had 118 employees in both offices. Top execs: Zal Venet, chairman; George Coscia, president (Venet/N.J.); Mark Cooper and Murray Skurnik, exec vps. Phone: (212) 489-6700.

### Waring & LaRosa

| Gross Income | 1981        | 1980        |
|--------------|-------------|-------------|
| U.S.         | \$9,450,000 | \$8,700,000 |

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## Gross income of \$5,000,000 to \$15,000,000

|               |             |             |
|---------------|-------------|-------------|
| International | \$398,000   | \$398,000   |
| Total         | \$9,750,000 | \$9,750,000 |

Waring & LaRosa, New York, reported gross income of \$9,750,000 in 1981 on billings of \$65,000,000. Its gross income in 1980 was \$9,000,000 on billings of \$60,000,000. Of the total, \$300,000 was in non-U.S. gross income for both 1981 and 1980.

U.S. volume in 1981 consisted of \$50,600,000 in media, \$6,900,000 in materials and services and \$5,500,000 in capitalized fees. In 1980, U.S. volume consisted of \$46,800,000 in media, \$6,200,000 in materials and services and \$5,000,000 in capitalized fees.

The agency's overseas volume was \$2,000,000 in 1981 and 1980.

In 1981, the agency gained AMF Inc. (for Voit sports equipment, Pacer track and field equipment, Whitley fitness equipment); Aziza Cosmetics Shine-On lip gloss, Really Waterproof mascara; Fisher-Price Toys (arts and crafts, tape recorder); Great Waters of France (Perrier mineral water, Poland Spring water); Julius Wile Sons & Co. (Souverain wines, Prats & Chanson wines), Ragu Foods' Pizza Quick Crust mix and Home-style spaghetti sauce.

It lost Swissair.

Billings breakdown: Newspapers 5%, magazines 25%, radio 8%, network tv 40%, spot tv 20%, outdoor 2%.

The agency has 130 employees in one U.S. office, the same number it had a year ago. Top execs: Joe LaRosa, chairman-creative director; Saul Waring, president; Mort Grossman, exec vp-finance/administration; John McCroskey, exec vp-marketing and account services; Charles Fredericks, exec vp; Irwin Levy, senior vp-management supervisor; Chuck Cohen, Francesca Blumenthal, Robert

Oksner, Vince Salmieri, senior vps-associate creative directors; Marty Narva, senior vp-media director. Phone: (212) 755-0700.

## Wyse Advertising

|              |             |             |
|--------------|-------------|-------------|
| Gross Income | 1981        | 1980        |
| U.S.         | \$6,579,490 | \$5,197,388 |
| Total        | \$6,579,490 | \$5,197,388 |

Wyse Advertising, Cleveland, reported gross income of \$6,579,490 in 1981 on billings of \$48,157,348. Its gross income in 1980 was \$5,197,388 on billings of \$41,294,250.

Volume in 1981 consisted of \$25,000,174 in media, \$5,970,118 in materials and services and \$17,187,056 in capitalized fees. In 1980, volume consisted of \$24,340,469 in media, \$3,847,885 in materials and services and \$13,105,896 in capitalized fees. Income from its subsidiary American Telepages is included in the total.

In 1981, the agency gained House & Garden, First Seneca Bank & Trust, Goebel Brewing Co., Woodward & Lothrop, Clairrol Born Blonde hair color.

It lost Food Marketing and Martin Senour Paint Co.

Billings breakdown: Newspapers 15.5%, magazines 28%, supplements 2%, radio 13.5%, network tv 4.5%, spot tv 18%, outdoor 1%, business papers 3%, transit 0.5%, other 14%.

The agency has 172 employees in four U.S. offices. A year ago it had 141 employees in three U.S. offices. Top execs: Marc A. Wyse, chairman; James B. Rucker, vice-chairman; Lois H. Wyse, president; Ron Campana, president/Cleveland; James E. Kline, president/American Telepages. Phone: (216) 696-2424.

Sheraton Park-Central (Dallas), Sheraton New Orleans. Lost: Klipsch & Associates, First Natl. Bank of Tulsa. Billings breakdown: Newspapers 8%, magazines 26%, radio 24%, spot tv 15%, outdoor 3%, business papers 24%. Employees: 60 in three offices. Top execs: Ray Ackerman, Marvin McQueen, Angus McQueen, Bruce Anderson, Peggy Howard. Phone: (405) 843-9451.

**The Ad Agency**, New York, had gross income of \$1,108,000 in 1981 on billings of \$7,387,000. In 1980, it reported gross income of \$998,000 on billings of \$6,655,000. It did not break out volume for either year. Accounts gained: *Uncle Sam* magazine, *The Investor* magazine, Buck Books, Premier Publishing. Billings breakdown: Newspapers 40%, magazines 25%, supplements 10%, spot tv 5%, direct mail 20%. Employees: Four. Top exec: Andrew Kapocunas, president. Phone: (212) 581-2000.

**AdCom Inc.**, Chicago, had estimated gross income of \$2,800,000 in 1981 on billings of \$18,903,000. In 1981, it had estimated gross income of \$2,300,000 on billings of \$15,766,700. Volume in 1981 consisted of \$16,353,000 in media, \$1,981,000 in materials and services and \$567,000 in capitalized fees. In 1980, volume consisted of \$14,700,000 in media, \$1,000,000 in materials and services and \$66,700 in capitalized fees. Account gained: Quaker Chewy Granola Bars. Lost: None. Billings breakdown: Newspapers 1%, magazines 8%, network tv 68%, spot tv 23%. Employees: 39 in one office. Top exec: Elizabeth Harrington, president. Phone: (312) 222-8900.

**Adler, Schwartz**, Englewood Cliffs, N.J., had gross income of \$1,030,905 in 1981 on billings of \$6,701,991. In 1980, it reported gross income of \$822,272 on billings of \$5,797,480. Volume in 1981 consisted of \$396,300 in media, \$520,800 in materials and services and \$5,784,891 in capitalized fees. In 1980, volume consisted of \$384,600 in media, \$382,420 in materials and services and \$5,030,460 in capitalized fees. Accounts gained: Keene Lighting, Sansui Electronics, Serge Elevators, APCO, Southern Cross Overseas Agency. Lost: Becker of North America, Butler & Smith. Billings breakdown: Newspapers 10%, business papers 40%, other (sales promotion) 50%. Employees: 15 in one office. Top exec: Richard Schwartz, president. Phone: (201) 461-8450.

**Advertising Inc.**, Tulsa, had estimated gross income of \$2,650,000 in 1981 on billings of \$17,679,759. It did not report for 1980. Volume in 1981 consisted of \$6,999,000 in media, \$2,571,000 in materials and services and \$8,109,759 in capitalized fees. Accounts gained: Arrow Specialty Co., Christensen Down Hole Tools, Camelot Hotels, Central National Bank, KWTV. Lost: The Crosby Group, Fred S. James (resigned both). Billings breakdown: Newspapers 5%, magazines 24%, radio 23%, spot tv 35%, outdoor 4%, business papers 5%, farm publications 1%, transit 1%, point of sale 1%, direct mail 1%. Employees: 65 in two offices. Top execs: Tom J. Tripp, chairman; Robert O. Daily, president; Jack B. Harwood, senior vp. Phone: (918) 747-8871.

**Alexander Marketing Services**, Grand Rapids, Mich., reported gross income of \$1,824,217 in 1981 on billings of \$12,167,527. In 1980, it reported gross income of \$1,224,114 on billings of \$8,164,840. Volume in both 1981 and 1980 was in capitalized fees. Accounts gained: Trans-america Distribution Services, Miller Fluid Power, Nalco Chemical (cooling water treatment chemicals), Midco Intl.

(pr). Lost: None. No billings breakdown was provided. Employees: 43 in two offices. Top execs: James S. Alexander, president; Thomas J. Kreuger, exec vp. Phone: (616) 957-2000.

**Allen & Dorward**, San Francisco, reported gross income of \$4,297,538 and net income of \$150,000 in 1981 on billings of \$27,828,500. In 1980, it reported gross income of \$3,719,799 and net income of \$206,652 on billings of \$30,341,891. Volume in 1981 consisted of \$17,985,550 in media, \$3,636,350 in materials and services and \$6,206,600 in capitalized fees. In 1980, volume consisted of \$20,012,382 in media, \$3,656,648 in materials and services and \$6,672,861 in capitalized fees. The agency generated \$125,348 in gross income abroad in 1981 compared with \$64,876 in 1980. Foreign billings were included in volumes reported. Account gained: Castle & Cooke. Lost: Magic Pan Restaurant. Billings breakdown: Newspapers 12%, magazines 10%, supplements 6%, radio 16%, spot tv 17%, outdoor 1%, business papers 5%, farm publications 9%, transit 1%, point of sale 3%, direct mail 10%, other 10%. Employees: 95 in two offices. Top exec: Donald F. Dorward, president. Phone: (904) 355-1505.

**Altman, Stoller, Weiss**, New York, had gross income of \$3,300,000 in 1981 on billings of \$22,000,000. In 1980, it reported gross income of \$3,000,000 on billings of \$22,000,000. Volume in both years consisted entirely of media. Accounts gained: Chantre (wines and liquors), Gerson & Gerson (children's wear), Opticut Diamonds, John O. Butler Co. (dental aids), Schildkraut Giftware Corp., "Colette" and "Sugar Babies" theatrical productions. Lost: Courtauld's Fibers; Park, Benziger & Co. (wines and spirits), and Roberts Proprietaries. Billings breakdown: Newspapers 10%, magazines 25%, radio 10%, network tv 30%, spot tv 25%. Top execs: David R. Altman, chairman; Melvin D. Weiss, president; Samuel Ferber, John Dundas, exec vps. Employees: 45 in one office. Phone: (212) 421-6633.

**Ash/LeDonne**, New York, reported gross income of \$4,500,000 in 1981 on billings of \$33,000,000. In 1980, it reported gross income of \$4,000,000 on billings of \$30,000,000. Volume in 1981 consisted of \$23,000,000 in media, \$6,000,000 in materials and services and \$4,000,000 in capitalized fees. In 1980, volume consisted of \$22,000,000 in media, \$5,000,000 in materials and services and \$3,000,000 in capitalized fees. Figures include those of subsidiary, Ash/LeDonne West, Leisure Time Promotions. Accounts gained: Actors Fund, "Monday After the Miracle," Wometco Home Theatre, "Candida," "Macbeth," "Smart Alecks," American Ballet Theatre, "Georgia Brown," Manhattan Cable, N.Y. Subways, "Is There Life After High School?," "The Little Prince," N.Y. Racing Assn., "Joseph & the Technicolor Dreamcoat," Genovese Drugs, "The Little Foxes," "7 Brides for 7 Brothers," "Cotton Patch Gospel," U.S. Professional Gymnastics Classic. Lost: "A Life," "A Matter of Opinion," "Bring Back Birdie," Moony Shapiro Songbook. Billings breakdown: Newspapers 40%, magazines 5%, radio 10%, spot tv 25%, outdoor 10%, transit 10%. Phone: (212) 221-0140.

**BBDM Inc.**, Chicago, reported gross income of \$1,628,413 in 1981 on billings of \$10,856,086. In 1980, it reported gross income of \$1,543,675 on billings of \$10,291,167. Volume in 1981 consisted of \$4,547,673 in media, \$1,942,498 in materials and services and \$4,365,915 in capitalized fees. In 1980, volume consisted

of \$4,859,406 in media, \$2,226,472 in materials and services and \$3,205,289 in capitalized fees. Accounts gained: Admiral, Base Network, Chamberlain Mfg., Ingersoll-Rand (corporate), Management Group, NEC, Omron Electronics. Lost: Pullman Inc. (merged with Wheelabrator-Frye). Billings breakdown: Newspapers 30%, magazines 10%, radio 5%, spot tv 25%, business papers 20%, direct mail 5%, other 5%. Employees: 32 in one office. Top execs: Walter S. Browning, president-director; John T. Dolby, David M. Bender, Todd D. Lief, directors; Richardson Sanderson, exec vp. Phone: (312) 644-9600.

**Bader Rutter & Associates**, Brookfield, Wis., reported gross income of \$3,574,748 in 1981 on billings of \$23,831,659. In 1980, it reported gross income of \$2,638,306 on billings of \$17,588,709. Volume in 1981 consisted of \$15,134,740 in media, \$4,631,554 in materials and services and \$4,065,365 in capitalized fees. In 1980, volume consisted of \$11,856,421 in media, \$3,976,318 in materials and services and \$1,755,970 in capitalized fees. Accounts gained: Didier Mfg., Dow Chemical U.S.A., Du Pont Biochemicals (product publicity, agricultural products), Harley-Davidson Motor Co. (motorcycle parts and accessories and golf cars), Harnischfeger Corp. (materials handling division), Waukesha Engines (parts product department), Windworks Inc. Lost: McGraw Edison. Billings breakdown: Newspapers 3%, magazines 4%, radio 9%, spot tv 19%, business papers 11%, farm publications 30%, direct mail 1%, other 23%. Employees: 59 in one office. Top execs: Ronald L. Bader, president; James K. Rutter, exec vp. Phone: (414) 784-7200.

**Bailey Lewis & Associates**, Lincoln, Neb., reported gross income of \$1,112,357 in 1981 on billings of \$7,066,987. In 1980, it reported gross income of \$936,281 on billings of \$6,093,949. Volume in 1981 consisted of \$2,786,887 in media, \$689,586 in materials and services and \$3,590,514 in capitalized fees. In 1980, volume consisted of \$2,052,265 in media, \$773,664 in materials and services and \$3,268,020 in capitalized fees. Accounts gained: American Waterbed Gallery, Anderson Cos., Archbishop Bergan Mercy Hospital, D&D Distributors, Dawson County Bankers Assn., Drum Savings Corp., First Natl Bank & Trust of Grand Island, Foote & Davies/San Francisco, Gothenburg State Bank, Health Central, Hill Aero, Kearney Area Chamber of Commerce, Harry A. Koch Co., Lenco Co., Lincoln Electric System, Omaha Convention & Visitors Bureau, Pas-coe Building Systems (Pomona, Cal.), Sports Courts of Lincoln, Video Service of Nebraska, Wendy's Co-op of Nebraska, York Mfg. Rodco Products, McDonald State Bank, Broken Bow State Bank, Nebraska State Bank (Ord, Neb.). Lost: Commonwealth Savings Co. Billings breakdown: Newspapers 13%, magazines 4%, radio 17%, spot tv 21%, outdoor 4%, business papers 3%, farm publications 8%, direct mail 1%, other 29%. Employees: 32 in two offices. Top execs: Richard W. Bailey, president; Bart Lewis, exec vp; Jim Lauerman, senior vp-account services; George Meininger, senior vp-creative services. Phone: (402) 475-2800.

**Baker, Abbs, Cunningham & Klepinger**, Birmingham, Mich., reported gross income of \$1,515,217 in 1981 on billings of \$10,106,499. In 1980, it reported gross income of \$1,283,175 on billings of \$8,558,778. Volume in 1981 consisted of \$3,315,972 in media, \$1,620,985 in materials and services and \$5,169,542 in capitalized fees. In 1980, volume consisted of

## Agencies: \$1,000,000 to \$5,000,000

**A&M Associates**, Phoenix, reported gross income of \$2,610,000 in 1981 on billings of \$19,516,750. In 1981, it reported gross income of \$1,846,000 on billings of \$12,633,500. Volume in 1981 consisted of \$18,500,000 in media, \$850,000 in materials and services and \$166,750 in capitalized fees. In 1980, volume consisted of \$11,500,000 in media, \$800,000 in materials and services and \$333,500 in capitalized fees. Account gained: U-Haul Hitch World. Billings breakdown: Newspapers 1%, magazines 31%, radio 1%, outdoor 1%, business papers 2%, point of sale 3%, direct sale 1%, other 60%. Employees: 30 in one office. Top execs: Duane P. Swanson, president; Franklin N. Ashton, exec vp. Phone: (602) 263-6504.

**Abelson-Taylor Inc.**, Chicago, reported gross income of \$1,497,237 in 1981 on billings of \$10,632,931. In 1980, it reported gross income of \$1,195,505 on billings of \$8,625,819. Volume in 1981 consisted of \$500,351 in media, \$1,140,000 in materials and services and \$8,992,580 in capitalized fees. In 1980, volume consisted of \$390,250 in media, \$978,883 in materials and services and \$7,256,686 in capitalized fees. Accounts gained: Medical Concepts, Carapace, Litton Medical Electronics, Juno Lighting, Graphic Controls. Lost: Shared Medical Systems, Rio Sound, division of Boehringer Mannheim. Billings breakdown: Magazines 5%, business papers 22%, direct mail 25%, other 48%. Employees: 28 in one office. Top execs: N. Abelson, president; D. Taylor, exec vp. Phone: (312) 781-1700.

**Abert, Newhoff & Burr**, Los Angeles, reported gross income of \$2,420,232 in 1981 on billings of \$20,599,054. In 1980, it reported gross income of \$2,191,087 on billings of \$17,225,534. Volume in 1981 consisted of \$14,563,707 in media, \$2,406,141 in materials and services and \$3,629,206 in capitalized fees. In 1980, volume consisted of \$10,372,743 in media, \$2,090,398 in materials and services and \$4,762,393 in capitalized fees. Accounts gained: Fairchild's Xincrom Systems, Bipolar, Microprocessor, CMOS/MOS, Digital, Analog, CCD Imaging, and LSI Products, General Foods (Guadalupe HARRY's), ITT's Components and Defense Communications, Laker Airways, Pup 'n' Taco, Sheraton Hotels, Storage Equities, World Kasei. Lost: TMX Systems, Telephone Communications Industries. Billings breakdown: Newspapers 10%, magazines 20%, radio 20%, spot tv 20%, outdoor 2%, business papers 10%, direct mail 8%, other (collateral) 10%. Employees: 60 in one office. Top exec: Tom Burr, president. Phone: (213) 552-2217.

**Ackerman & McQueen**, Oklahoma City, reported gross income of \$2,214,208 in 1981 on billings of \$14,176,700. In 1980, it reported gross income of \$1,744,412 on billings of \$11,822,018. Volume in 1981 consisted of \$5,072,280 in media, \$915,554 in materials and services and \$8,188,866 in capitalized fees. In 1980, volume consisted of \$4,153,051 in media, \$1,148,142 in materials and services and \$6,520,825 in capitalized fees. Accounts gained: Lee May Motor Freight, National Rifle Assn.,

\$2,276,845 in media, \$1,402,508 in



materials and services and \$4,879,425 in capitalized fees. Accounts gained: Allied Film Laboratory, Borg & Beck division of Borg-Warner, Comshare, DE-STA-CO division of Dover Corp., Harris O. Machus Enterprises, Observer & Eccentric Newspapers, Renaissance Scene Magazine, Speas Co., Tuff-Kote Inc., Votrax. Lost: American Natural Resource (ANR freight division). Billings breakdown: Newspapers 20%, magazines 32%, radio 24%, spot tv 15%, outdoor 1%. Employees: 31 in one office. Top execs: E.W. Baker Jr., chairman exec committee; J.K. Abbs, chairman; R.L. Klepinger, president; R.J. Cunningham, exec vp; B.H. Cunningham, treasurer. Phone: (313) 645-0300.

**Barkley & Evergreen**, Overland Park, Kan., reported gross income of \$2,536,300 in 1981 on billings of \$24,864,800. In 1980, it reported gross income of \$2,388,500 on billings of \$23,969,900. Volume in 1981 consisted of \$7,671,200 in media, \$1,294,500 in materials and services and \$15,899,100 in capitalized fees. In 1980, volume consisted of \$7,790,900 in media, \$1,344,100 in materials and services and \$14,834,900 in capitalized fees. Accounts gained: ALCO Discount Stores, CR Industries, DAB, Fixtures Mfg., Harlan Corp., Helzberg's Diamond Shops, Information Industries, McCormick Distillery, Standard Milling (charcoal division), United Information Systems, Uninet. Lost: Kansas City Kings. Billings breakdown: Newspapers 12.4%, magazines 13.5%, radio 6.1%, network tv 51.3%, spot tv 16.2%, outdoor 0.3%, other 0.2%. Employees: 50 in one office. Top execs: William Fromm, president; Michelle DeLaurier, secretary; Clarence Foxworthy, treasurer; Bill Costello, Mike McGarry, Sher-

man Titens, senior vps; Richard Mantz, Don Stokes, vps. Phone: (913) 381-7100.

**Barnum Communications**, New York, an agency specializing in healthcare, had gross income of \$4,610,950 in 1981 on billings of \$30,343,000. In 1980, it reported gross income of \$3,191,165 on billings of \$21,000,000. Volume in 1981 consisted of \$8,900,000 in media, \$2,300,000 in materials and services and \$19,143,000 in capitalized fees. In 1980, volume consisted of \$5,400,000 in media, \$1,593,000 in materials and services and \$14,007,000 in capitalized fees. Figures include those of subsidiaries John Myers Inc., Tyree & Gardner and Barnum/Secunda. Accounts gained: Bio Products, Ortho Pharmaceuticals, Goodman's Noodles. Billings breakdown: Newspapers 5%, magazines 73%, radio 2%, network tv 10%, direct mail 10%. Employees: 70 in eight offices, including one overseas. Top execs: Dr. H.J. Barnum, chairman; Carroll H. Walter, president; Dorothy M. Phillips, exec vp; John Woodcock and Renton Bond, senior vps. Phone: (212) 221-7363.

**Basso & Associates**, Newport Beach, Cal., had estimated gross income of \$1,675,000 in 1981 on billings of \$11,176,750. It did not report in 1980. Volume in 1981 consisted of \$8,047,260 in media and \$3,129,490 in materials and services. Billings breakdown: Newspapers 22%, magazines 15%, radio 17%, network tv 16%, outdoor 2%, business papers 18%, direct mail 5%, other 5%. Employees: 30 in one office. Phone: (714) 641-0111.

**Batz-Hodgson-Neuwoehner**, St. Louis, reported gross income of \$4,069,036 in 1981 on billings of \$28,700,810. In 1980, it reported

gross income of \$2,837,188 on billings of \$19,272,571. Volume in 1981 consisted of \$16,006,078 in media, \$3,798,306 in materials and services and \$8,895,526 in capitalized fees. In 1980, volume consisted of \$12,280,755 in media, \$2,105,507 in materials and services and \$4,886,305 in capitalized fees. Accounts gained: Federal Order 62 (marketing fluid milk in St. Louis-Ozarks region), Adam's Mark Hotel (Philadelphia), Bi-State Oldsmobile Dealers Assn., Hazel Inc., The State Journal-Register, Springfield, Ill., Trebla Chemical Co., Lenco Inc. Lost: Milnot Co., Mayrose Processed Meat, National Stockyards. Billings breakdown: Newspapers 12%, magazines 16%, radio 19%, spot tv 19%, outdoor 3%, business papers 25%, farm publications 4%, other 2%. Employees: 126 in eight offices. Top execs: Kenneth C. Johnson, president-ceo; Charles A. Hodgson, chairman; Robert Zeitinger, George Gale, exec vps. Phone: (314) 241-1200.

**Baxter, Gurian & Mazzei**, Beverly Hills, Cal., had estimated gross income of \$1,988,000 in 1981 on billings of \$13,250,000. In 1980, it had estimated gross income of \$1,950,000 on billings of \$13,000,000. Volume in 1981 consisted of \$3,600,450 in media, \$1,437,980 in materials and services and \$8,211,570 in capitalized fees. In 1980, volume consisted of \$3,424,000 in media, \$1,430,000 in materials and services and \$8,145,900 in capitalized fees. Accounts gained: Syntex Anaprox, Mercantile National Bank (Phoenix), SmithKline Diagnostics. Lost: ATL, Riker. Billings breakdown: Newspapers 10%, magazines 20%, transit 5%, direct mail 25%, other (collateral) 40%. Employees: 34 in two offices. Top execs: Donald J.

Baxter, president; Kenneth J. Gurian, exec vp. Phone: (213) 657-5050.

**Beaumont, Heller & Sperling**, Reading, Pa., had gross income of \$1,497,918 in 1981 on billings of \$11,502,720. In 1980, it reported gross income of \$1,555,200 on billings of \$11,981,468. Volume in 1981 consisted of \$2,440,387 in media, \$1,907,284 in materials and services and \$7,155,049 in capitalized fees. In 1980, volume consisted of \$2,665,803 in media, \$1,799,195 in materials and services and \$7,516,470 in capitalized fees. Accounts gained: Adidas U.S.A., Garland Commercial Industries, Multitric Inc. Lost: Hamilton Precision Metals, Lift-All Co., Third National Bank & Trust, Weiler Brush Co. Billings breakdown: Newspapers 1%, radio 0.5%, spot tv 0.5%, outdoor 0.5%, business papers 20%, direct mail 15%, Yellow Pages 0.5%, pr 16%, collateral materials 5%, client service/marketing/creative 41%. Employees: 60 in one office. Donald T. Beaumont, chairman-ceo; Robert D. Beaumont, president; Donald T. Beaumont Jr., senior exec vp-treasurer; Robert Kline, consultant to chairman; James Buchanan, Nelson LeRoy, Douglas Scheffley, Alfred Walter, senior vps. Phone: (215) 375-4311.

**Robert A. Becker Inc.**, New York, a healthcare specialist agency, had an estimated gross income of \$4,875,000 in 1981 on billings of \$31,715,300. In 1980, it had estimated gross income of \$4,600,000 on billings of \$30,399,000. Volume in 1981 consisted of \$15,502,000 in media, \$4,837,700 in materials and services and \$11,375,600 in capitalized fees. In 1980, volume consisted of \$17,549,000 in media, \$3,539,000 in materials and services and

\$9,311,000 in capitalized fees. Accounts gained: Cranbury Medical Labs, Roerig division of Pfizer Inc. Billings breakdown: Medical/health industry journals 61.3%, radio 2.7%, direct mail 13.8%, other 22.2%. Employees: 85 in one office. Top execs: Robert A. Becker, president; Joel Lauber, Edward F. Maitland, Norman Franklin, David Charney, Raymond Perry, senior vps. Phone: (212) 922-1000.

**Behrends & Co.**, High Point, N.C., reported gross income of \$1,149,850 in 1981 on billings of \$7,739,060. In 1980, it reported gross income of \$703,950 on billings of \$4,693,250. Volume in 1981 consisted of \$1,500,000 in media, \$1,450,000 in materials and services and \$4,789,060 in capitalized fees. In 1980, volume consisted of \$902,000 in media, \$623,000 in materials and services and \$3,168,250 in capitalized fees. Accounts gained: Fisher Stove (Eastern U.S.), Tomlinson Furniture, Ciba-Geigy (home and garden collateral), Shamrock, No Nonsense Fashion (trade). Lost: Gateway Bank, South Boston. Billings breakdown: Newspapers 5%, magazines 5%, radio 5%, spot tv 75%, outdoor 2%, point of sale 8%. Employees: 37 in one office. Top execs: Richard Behrends, president; Oliver Trone III, exec vp. Phone: (919) 882-4151.

**Louis Benito Advertising**, Tampa, Fla., reported gross income of \$1,720,000 in 1981 on billings of \$12,477,000. In 1980, it reported gross income of \$1,402,000 on billings of \$9,352,000. Volume in 1981 consisted of \$9,562,000 in media and \$2,915,000 in capitalized fees. In 1980, volume consisted of \$7,404,000 in media and \$1,948,000 in capitalized fees. Accounts gained: Circus World, White Lab-

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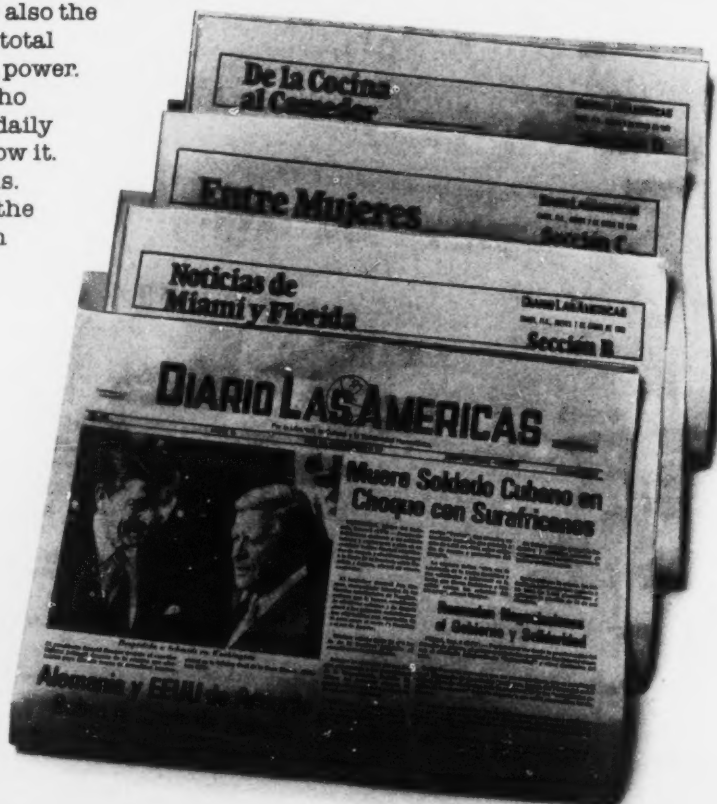
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## Gross income of \$1,000,000 to \$5,000,000

oratories, JP Hotels, Girard Jewelers. Lost: Oceans 11 Resorts, Chloride Inc. Billings breakdown: Newspapers 19%, magazines 14%, radio 12%, spot tv 33%, outdoor 5%, other 17%. Employees: 60 in one office. Top execs: Louis Benito, chairman; Jack Painter, president; Ken Bernhardt, exec vp. Phone: (813) 877-8200.

**Bentley, Barnes & Lynn**, Chicago, reported gross income of \$4,804,044 in 1981 on billings of \$32,026,960. In 1980, it reported gross income of \$3,941,880 on billings of \$26,279,000. Volume in 1981 consisted of \$31,726,960 in media and \$300,000 in materials and services. In 1980, volume consisted of \$26,079,000 in media and \$20,000 in materials and services. Accounts gained: Qualicare of Louisiana, Commonwealth Edison (special project). Lost: Italian Institute for Foreign Trade. Billings breakdown: Newspapers 75%, magazines 5%, radio 6%, spot tv 4%, outdoor 1%, direct mail 1%, other 8%. Employees: 109 in two offices. Top execs: Peter Postelnek, chairman; Stanley Tannenbaum, president; Merrill Litow, secretary-treasurer; Paul Oleff, exec vp; Agostino Unti, creative director. Phone: (312) 467-9350.

**Berenson & Isham**, Boston, had gross income of \$1,068,763 and net income of \$36,356 in 1981 on billings of \$5,796,127. In 1980, it reported gross income of \$1,318,124 and net income of \$46,134 on billings of \$6,718,070. Volume in 1981 consisted of \$3,995,020 in media, \$360,387 in materials and services and \$1,440,720 in capitalized fees. In 1980, volume consisted of \$4,232,630 in media, \$204,300 in

materials and services and \$2,281,140 in capitalized fees. Accounts gained: Brewer & Lord, Hytec Systems, Michaud Trailways, PPALU Explorations, Russo Mfg. Corp. Lost: Home Box Office/Colony Communications, Heathdelle Associates, ARP Instruments, Real Paper, Brands-Mart. Billings breakdown: Newspapers 38%, magazines 10%, radio 20%, spot tv 12%, cable tv 2%, business papers 5%, farm publications 3%, point of sale 2%, direct mail 8%. Employees: 16 in one office. Top execs: Paul Berenson, president; Carolyn Isham, exec vp; Robert Hoffman, senior vp. Phone: (617) 742-4390.

**Bergelt Advertising**, New York, had gross income of \$1,260,600 in 1981 on billings of \$8,404,000. In 1980, it reported gross income of \$1,160,000 on billings of \$7,680,000. Volume in 1981 consisted of \$3,639,000 in media, \$2,744,000 in materials and services and \$2,021,000 in capitalized fees. In 1980, volume consisted of \$4,097,000 in media, \$1,602,000 in materials and services and \$1,981,000 in capitalized fees. Accounts gained: Watson Food Co., Murray Electronics Co. veterinary division, and Schering Intl. animal health. Lost: Church & Dwight agricultural products. Billings breakdown: Newspapers 15%, magazines 10%, radio 8%, spot tv 1%, business papers 10%, farm publications 25%, point of sale 1%, direct mail 5%, other 25%. Employees: 22. Top execs: Edward Bergelt, president; John Fraioli, exec vp. Phone: (212) 490-2666.

**Bergthold, Fillhardt & Wright**, San Jose, Cal., reported

gross income of \$1,096,314 in 1981 on billings of \$7,310,621. In 1980, it reported gross income of \$691,673 on billings of \$4,613,047. Volume in 1981 consisted of \$2,735,341 in media, \$856,648 in materials and services and \$3,718,632 in capitalized fees. In 1980, volume consisted of \$1,400,110 in media, \$543,149 in materials and services and \$2,669,788 in capitalized fees. Accounts gained: GE-Calma, Personal Software Inc., Otrona Corp., Ungermann & Bass, Valley Honey Assn., SmithKline-Branson/IPC. Lost: None. Billings breakdown: Newspapers 19%, magazines 17%, radio 7%, spot tv 6%, outdoor 3%, business papers 46%, direct mail 2%. Employees: 13 in one office. Top execs: Curtis Wright, president; Charles Fillhardt, vp-creative director; Lynn Battenberg, treasurer; Dee Cravens, vp-account services. Phone: (408) 287-8500.

**Berk & Co.**, Boston, had estimated gross income of \$1,350,000 in 1981 on billings of \$9,000,000. In 1980, it had an estimated gross income of \$750,000 on billings of \$5,000,000. It did not break out its figures for either year. Included are billings of subsidiary W. J. Haughey Co. Accounts gained: Canada Dry bottler, Pizzeria Uno Restaurants. Billings breakdown: Newspapers 15%, magazines 2%, supplements 1%, radio 20%, spot tv 60%, outdoor 1%, transit 1%. Employees: 35 in two offices. Top execs: Kenneth Berk, president; Donald Shanbar, president, W.J. Haughey Co. subsidiary. Phone: (617) 247-2800.

**William R. Biggs Associates**, Kalamazoo, Mich., reported gross income of \$2,122,000 and net

income of \$86,000 on billings of \$18,200,000. Volume in 1981 consisted of \$8,300,000 in media, \$2,337,000 in materials and services and \$8,350,000 in capitalized fees. In 1980, volume consisted of \$7,900,000 in media, \$3,000,000 in materials and services and \$7,300,000 in capitalized fees. Accounts gained: Aero-Motive Mfg. Co., Ludwig Industries of Chicago, Camp Intl., The Upjohn Co. (consumer products division), Harter Chair Co., Pension & Group Services Inc. Lost: Crested Butte Ski Resort in Colorado. Michigan Credit Union, Warner Vineyards. Billings breakdown: Newspapers 1%, magazines 63%, radio 1%, spot tv 1%, outdoor 1%, farm publications 33%. Employees: 49 in four offices. Top execs: William R. Biggs, president; Jack Gauntlett, exec vp; Donald J. Davis, David Hunt, senior vps. Phone: (616) 349-7711.

**Blair Advertising**, Rochester, N.Y., a subsidiary of BBDO, had gross income of \$1,264,393 in 1981 on billings of \$8,429,288. In 1980, it reported gross income of \$1,331,517 on billings of \$8,876,780. Volume in 1981 consisted of \$5,220,890 in media, \$2,218,630 in materials and services and \$989,768 in capitalized fees. In 1980, volume consisted of \$6,161,663 in media, \$2,264,892 in materials and services and \$450,225 in capitalized fees. Account gained: Bausch & Lomb instruments systems. Lost: Hickory Farms Sales Corp., Raybestos Industrial Products, Black & Decker Canada, Ellio's Pizza, Monroe Muffler and Plantation Pecans. Billings breakdown: Newspapers 10%, magazines 25%, supplements 1%, radio 20%, network tv 1%, spot tv 20%, cable tv 1%, business papers 20%, farm publications 1%, direct mail 1%. Employees: 22 in one office. Top execs: Albert Goldberg, chairman;

Francis Cosentino, president. Phone: (716) 473-0440.

For more information, see profile of parent agency, BBDO Intl.

**Barry Blau & Partners**, Wilton, Conn., had estimated gross income of \$1,380,400 in 1981 on billings of \$17,768,640. In 1980, it had estimated gross income of \$1,022,230 on billings of \$12,453,784. Figures include those of subsidiary, Blau & VanNimwegen of Beverly Hills, Cal. Accounts gained: Avco, Avis Truck Leasing, American Educational Television Network, Direct Marketing Corp. of America, Food and Wine magazine, Frank H. Hall, Pan Am. Lost: None.

Billings breakdown: Newspapers 6%, magazines 2%, supplements 2%, spot tv 2%, direct mail 86%, other 2%. Employees: 42 in two offices. Top execs: Barry Blau, chairman; Derrik VanNimwegen, managing partner; Dennis Eastham, exec vp; Ronald Friedman, senior vp-creative director; Shawn Blau, senior vp. Phone: (203) 762-8643.

**William J. Bologna International**, New York, had gross income of \$1,266,000 including \$66,000 from overseas in 1981 on billings of \$8,447,000. No figures were reported for 1980. Volume in 1981 consisted of \$163,000 in media, \$7,844,000 in capitalized fees in the U.S. and \$440,000 in capitalized fees overseas. Accounts gained: Skylark, Merieux Institute, Ketchum Distributors and Riker Laboratories.

Billings breakdown: Newspapers 5%, magazines 60%, direct mail 30%, other 5%.

Top execs: Bill Bologna, president; Steve Girgenti, exec vp; Frank Hughes, creative director. Employees: 14 in one office. Phone: (212) 988-0919.

# Stimulus.

# Response.

PUZZLES PARADOXES PITFALLS

PHRENETIC PHRASES

BY DR. CRYPTON

|       |            |
|-------|------------|
| APPLE | MK         |
| 1.    | 2.         |
| 3:00  | SRW DRIVER |
| 3.    | 4.         |

Answers: 1. Apple turnover 2. Condensed milk  
3. The time is right 4. A screwdriver without ice

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**The Brady Co.**, Menomonee Falls, Wis., reported gross income of \$1,154,688 in 1981 on billings of \$7,704,569. In 1980, it reported gross income of \$1,033,456 on billings of \$6,891,103. Volume in 1981 consisted of \$2,537,000 in media, \$1,229,968 in materials and services and \$3,937,601 in capitalized fees. In 1980, volume consisted of \$2,561,200 in media, \$1,559,332 in materials and services and \$2,770,571 in capitalized fees. Accounts gained: Chris Hansen's Laboratories, Pope Scientific, D P Way, Milwaukee Psychiatric. Lost: Gehl Co. Billings breakdown: Newspapers 4%, magazines 38%, radio 2%, farm publications 56%. Employees: 32 in one office. Top exec: Karl Ohm, president. Phone: (414) 255-0100.

**BrainReserve**, New York, had estimated gross income of \$1,200,000 in 1981 on billings of \$1,200,000. In 1980, it had estimated gross income of \$910,000 on billings of \$6,069,500. Volume in 1981 consisted of \$700,000 in materials and services and \$7,337,000 in capitalized fees. In 1980, volume consisted of \$400,000 in materials and services and \$5,002,500 in capitalized fees in the U.S. and \$667,000 in capitalized fees overseas. Accounts gained: American Cyanamid's Lederle Labs, AT&T, Burlington, Gallo, Richardson-Vicks, Scannon and Tom's of Maine. Billings breakdown: Magazines 20%, network tv 70%, other (annual reports) 10%. Employees: 22 in one office. Top execs: Faith Popcorn, co-founder-president; Stuart Pittman, co-founder-creative director; Peter East, exec vp-marketing; Joy Golden, senior vp-creative. Phone: (212) 371-3131.

**Bramson & Associates**, Los Angeles, reported gross income of

\$2,575,500 and net income of \$1,050,000 in 1981 on billings of \$15,130,000. In 1980, it reported gross income of \$2,519,000 and net income of \$1,025,000 on billings of \$14,800,000. Volume in 1981 consisted of \$1,490,000 in media, \$2,040,000 in materials and services and \$11,606,000 in capitalized fees. In 1980, volume consisted of \$1,460,000 in media, \$2,000,000 in materials and services and \$11,340,000 in capitalized fees. Figures are a consolidation of the three Bramson offices in Los Angeles, Dallas and New York City. Accounts gained: Surgidev Corp. (Minneapolis), Tony Roma's, N.W. Master Franchisee Intl. Lost: Karl Store, West Germany, Investmore, Singapore. Billings breakdown: Newspapers 5%, magazines 20%, radio 5%, outdoor 5%, business papers 30%, point of sale 10%, other (collateral) 25%. Employees: 35 in three offices. Top execs: Gene Bramson, president-ceo; Shirley Gieras, Ross B. Mandel, vps; Rhonda Grey, secretary, R. Bramson, treasurer. Phone: (213) 938-3595.

**Brand Advertising**, Chicago, reported total gross income of \$1,538,943, including \$4,553 in overseas business, in 1981 on billings of \$11,803,000, including \$37,949 overseas. In 1980, it reported total gross income of \$1,608,268, of which \$5,556 was overseas, on billings of \$11,913,100. U.S. volume in 1981 consisted of \$7,317 in media, \$1,242,954 in materials and services and \$3,134,780 in capitalized fees. Overseas billings included \$31,624 in media and \$6,325 in materials and services. In 1980, U.S. volume consisted of \$7,045,206 in media, \$1,442,994 in materials and services and \$3,368,600 in capitalized fees. Overseas contributions were

\$50,744 in media and \$5,556 in materials and services. Accounts gained: S-K Hand Tool division of Dresser Industries, Big Wheel Restaurants (25 restaurants), Great Godfrey Daniels Restaurants, Optibelt, WXXM—all involving advertising, sales promotion and pr—and Parker Hannifin Corp., E. Edelman Overseas division. Lost: CR Industries, FirstBank Evanston. Billings breakdown: Newspapers 10%, magazines 35%, supplements 3%, radio 23%, spot tv 1%, outdoor 1%, business papers 20%, transit 1%, point of sale 2%, direct mail 1%, other 3%. Employees: 25 in one office. Top exec: Perry L. Brand, president. Phone: (312) 839-7777.

**Brand Edmonds Associates**, Salem, Va., had gross income of \$1,529,035 and net income of \$295,477 in 1981 on billings of \$10,807,605. In 1980, it reported gross income of \$1,318,891 and net income of \$117,465 on billings of \$9,470,559.

Volume in 1981 consisted of \$7,935,742 in media, \$1,168,645 in materials and services and \$1,703,218 in capitalized fees. In 1980, volume consisted of \$6,371,366 in media, \$1,300,267 in materials and services and \$1,798,926 in capitalized fees. Accounts gained: Tread Corp., Peat, Marwick, Mitchell (regional), Ceres Co. (cosmetics), Lucky Heart Cosmetics, Advance Stores Inc., Holiday Inn (Roanoke, Va.). Lost: Stark Brothers Nurseries, S&K Famous Brands, Petersburg Ford. Billings breakdown: Newspapers 14%, magazines 19%, radio 21%, network tv 1%, spot tv 24%, outdoor 4%, business papers 8%, farm publications 1%, point of sale 6%, direct mail 2%.

Employees: 35 in two offices. Top execs: Cecil Edmonds, president;

Howard Packett, Jule Bolio, exec vps. Phone: (703) 389-8151.

**Brewer Advertising**, Kansas City, reported gross income of \$4,000,524 in 1981 on billings of \$26,670,160. In 1980, it reported gross income of \$4,264,525 on billings of \$28,430,166. No volume breakout was provided. Accounts gained: BenchMark Tool Co., Crown Center Redevelopment Corp., Olin Corp., Crop Protection Chemicals, Security Benefit Group of Cos., Kentucky Fried Chicken Co-ops of Amarillo/Lubbock and Albuquerque. Lost: BASF Wyandotte, Life Care Services Corp., Massey Ferguson, Hill's Pet Products, Farm & Home S&L. Billings breakdown: Newspapers 9%, magazines 54%, radio 5%, network tv 1%, spot tv 14%, farm publications 16%, other (Yellow Pages) 1%. Employees: 75 in one office. Phone: (816) 471-4610.

For more information, see profile of parent agency, Young & Rubicam.

**E.H. Brown Advertising Agency**, Chicago, reported gross income of \$1,540,519 in 1981 on billings of \$10,270,128. In 1980, it reported gross income of \$1,735,732 on billings of \$11,571,544. No volume breakout was provided. Accounts gained: Wurlitzer, Roosevelt University, North Bank Inc., Cargil, AAR Corp., Hycor, Career Guild, Frisch, Wally Findlay, McCormick, Pryor, Substral. Lost: None. Billings breakdown: Newspapers 20%, magazines 30%, tv and radio 20%, business papers 10%, other (collateral) 20%. Employees: 39 in two offices. Top execs: E.H. Brown Sr., president; E.H. Brown Jr., exec vp; W.W. Bokman, J.D. Kenner, E.J. Murnane, G.W. Stokes, W.A. Vernon, senior vps. Phone: (312) 372-9494.

**Earle Palmer Brown & Associates**, Washington, had gross income of \$3,675,000 in 1981 on billings of \$26,726,313. In 1980, it reported gross income of \$2,667,000 on billings of \$18,832,995. Volume in 1981 consisted of \$15,412,815 in media, \$2,732,856 in materials and services and \$8,580,642 in capitalized fees. In 1980, volume consisted of \$10,186,635 in media, \$2,364,608 in materials and services and \$6,281,752 in capitalized fees. Accounts gained: AMF/Head Racquet Sports, American Security Bank, Davco Food, U.S. Department of Justice, Hechinger, Head Sports-wear, Marriott Hotels, Wendy's of Minnesota, National Public Radio. Lost: Washington Post. Billings breakdown: Newspapers 40%, magazines 4%, radio 21%, spot tv 25%, business papers 8%, direct mail 2%. Employees: 105 in one office. Top exec: Earle Palmer Brown, chairman; Jeremy E. Brown, president. Phone: (301) 986-0510.

**John Brown & Partners**, Seattle, reported gross income of \$1,160,972 in 1981 on billings of \$7,634,046. In 1980, it reported gross income of \$820,762 on billings of \$6,023,664. Volume in 1981 consisted of \$5,655,661 in media, \$684,405 in materials and services and \$1,293,980 in capitalized fees. In 1980, volume consisted of \$2,909,882 in media, \$824,645 in materials and services and \$2,289,137 in capitalized fees. Accounts gained: Valiant Yachts, AEI, Chemgrate, KPLZ, Sonics Superchannel. Lost: King County Medical Blue Shield, Warn Industries, VMC Corp. (went in-house). Billings breakdown: Newspapers 20%, magazines 4%, supplements 1%, radio 30%, spot tv 40%, cable tv 1%, outdoor 0.5%, transit 0.5%, direct mail 3%. Employees: 16 in one office. Top exec: John Brown,

## More Stimuli.

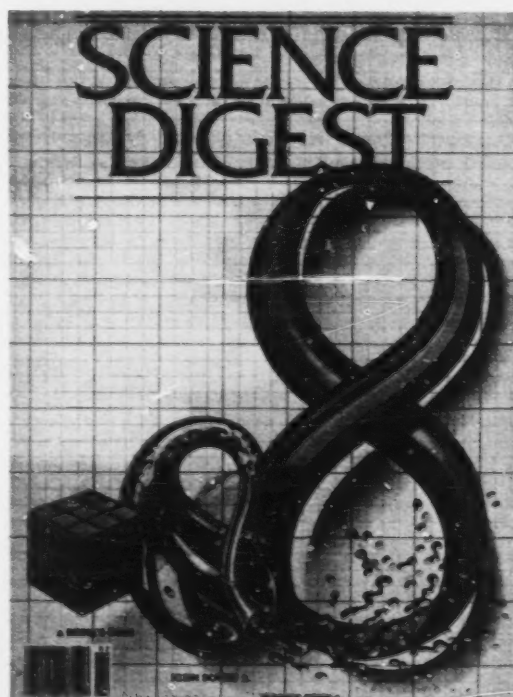
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## Gross income of \$1,000,000 to \$5,000,000

president. Phone: (206) 622-9306.

**Broyles Allebaugh & Davis**, Englewood, Cal., reported gross income of \$2,194,505 in 1981 on billings of \$16,055,133. In 1980, it reported gross income of \$1,881,734 on billings of \$13,751,167. Volume in 1981 consisted of \$5,811,100 in media, \$1,397,685 in materials and services and \$8,846,348 in capitalized fees. In 1980, volume consisted of \$5,256,900 in media, \$889,307 in materials and services and \$7,604,960 in capitalized fees. Accounts gained: Sheraton Resort in Steamboat, Sheraton Denver Airport, Mine & Smelter Corp., Granville-Phillips Corp., Talley Corp., N.L. Rucker Co., Manville Intl. division (Johns-Manville), GTE-Lenkurt. Lost: U.S. Home Corp. (Colorado division), Otero S&L. Billings breakdown: Newspapers 6%, magazines 55%, radio 6%, spot tv 24%, outdoor 1%, farm publications 3%, point of sale 1%, direct mail 2%, other 2%. Employees: 45 in one office. Top execs: George H. Eakins, president; Kent L. Eggleston, vp; James D. McCoy, secretary. Phone: (303) 770-2000.

**Burrell Advertising**, Chicago, reported gross income of \$3,250,000 in 1981 on billings of \$26,494,600. In 1980, it reported gross income of \$2,400,000 on billings of \$19,726,000. Volume in 1981 consisted of \$6,600,600 in media, \$5,220,000 in materials and services and \$14,674,000 in capitalized fees. In 1980, volume consisted of \$4,065,000 in media, \$2,461,000 in materials and services and \$13,200,000 in capitalized fees. Accounts gained: Jos. Schlitz Brewing Co. Lost: U.S. Navy. Billings breakdown: Newspapers 3%, maga-

zines 35%, radio 32%, outdoor 30%, Employees: 51 in one office. Top exec: Thomas J. Burrell, president-ceo. Phone: (312) 266-4600.

**Burton Advertising**, Detroit, had gross income of \$1,593,000 in 1981 on billings of \$10,619,500. In 1980, it reported gross income of \$1,770,000 on billings of \$11,800,000. Volume in 1981 consisted of \$9,411,000 in media, \$875,000 in materials and services and \$333,000 in capitalized fees. In 1980, volume consisted of \$10,550,000 in media, \$950,000 in materials and services and \$300,000 in capitalized fees. Accounts gained: National Bank of Detroit, Canada, Bonanza Restaurants of Peoria and St. Louis, Ross Chemical, Motors Insurance Corp. Billings breakdown: Newspapers 18%, magazines 13%, radio 17%, spot tv 39%, outdoor 4%, business papers 5%, other 4%. Employees: 33. Top execs: Rod Burton, president; Warren Kruger, exec vp; Michael Vogel, senior vp-media director. Phone: (313) 961-1166.

**Burton-Campbell**, Atlanta, had gross income of \$3,012,026 in 1981 on billings of \$22,477,003. In 1980, it reported gross income of \$1,724,949 on billings of \$12,614,800. Volume in 1981 consisted of \$13,294,621 in media, \$2,728,857 in materials and services and \$6,453,525 in capitalized fees. In 1980, volume consisted of \$6,981,916 in media, \$1,777,151 in materials and services and \$3,855,733 in capitalized fees. Accounts gained: Blue Cross & Blue Shield of Florida, Holland Intl. Foods, Quincy Farms, True Temper Corp., Wendy's Intl., Wilkinson Sword. Billings breakdown: Newspapers 20%, magazines 15%,

radio 15%, network tv 20%, spot tv 25%, other 5%. Employees: 70 in one office. Top exec: Ron Scharbo, president-chairman. Phone: (404) 881-8585.

**Busse & Cummins**, San Francisco, had estimated gross income of \$1,413,000 in 1981 on billings of \$9,229,358. In 1980, it had gross income of \$1,428,347 on billings of \$9,664,560. Volume in 1981 consisted of \$7,053,482 in media, \$1,401,162 in materials and services and \$774,714 in capitalized fees. In 1980, volume consisted of \$7,425,665 in media, \$1,471,878 in materials and services and \$767,017 in capitalized fees. Accounts gained: San Francisco Opera. Lost: None. Billings breakdown: Newspapers 14%, magazines 36%, supplements 4%, radio 20%, network tv 15%, spot tv 10%, outdoor 1%. Employees: 22 in one office. Top execs: Walter G. Busse Jr., president; Bernard J. Cummins Jr., exec vp. Phone: (415) 957-0300.

**Harold Cabot & Co.**, Boston, had estimated gross income of \$4,500,000 in 1981 on billings of \$30,000,000. In 1980, it had estimated gross income of \$3,900,000 on billings of \$26,000,000. The agency did not report volume breakdown for either year. Accounts gained: Textron's Shuron division, Home Theatre Network, Prism/New England, Shamie for U.S. Senate, Massachusetts State Republican Committee. Lost: Howard Johnson's. Billings breakdown: Print 44%, radio/tv 44%, production 12%. Employees: 85 in one office. Top exec: James I. Summers, president. Phone: (617) 426-7600.

**Cadwell Davis Savage**, New York, a Compton Advertising subsidiary, had gross income of

\$3,360,000 in 1981 on billings of \$28,980,000. In 1980, it reported gross income of \$2,851,000 on billings of \$25,074,000. Volume in 1981 consisted of \$23,178,000 in media and \$5,802,000 in capitalized fees. In 1980, volume consisted of \$19,398,000 in media and \$5,676,000 in capitalized fees. Accounts gained: Sotheby's Auction House, NoSalt, Lee Jofa Fabrics. Billings breakdown: Newspapers 2%, magazines 31%, radio 1%, network tv 54%, spot tv 12%. Employees: 30. Top execs: Franchellie Cadwell, president; Herman Davis, exec vp-creative director; Neve Savage, exec vp-account service director; Jeffrey Zeiler, Lois Underhill, Warren Greene, all senior vps. Phone: (212) 350-1500.

For more information, see parent agency, Compton Advertising.

**Cal-Ad Co.**, Burbank, Cal., reported gross income of \$1,750,000 in 1981 on billings of \$10,113,250. In 1980, it reported gross income of \$1,500,000 on billings of \$8,729,250. Volume in 1981 consisted of \$275,000 in media and \$9,838,250 in capitalized fees. In 1980, volume consisted of \$225,000 in media and \$8,504,250 in capitalized fees. Billings breakdown: Newspapers 5%, magazines 30%, point of sale 5%, direct mail 60%. Employees: 29 in one office. Top exec: Patricia L. Garrett, president. Phone: (213) 845-3748.

**Caraway Kemp Communications**, Jacksonville, Fla., reported gross income of \$1,516,000 in 1981 on billings of \$11,918,297. In 1980, it reported gross income of \$1,101,861 on billings of \$7,201,710. Volume in 1981 consisted of \$9,052,968 in media, \$714,921 in materials and services and \$2,150,408 in capitalized fees. In 1980, volume consisted of \$5,301,000 in media, \$480,000 in materials and services and \$1,420,710 in capitalized fees. Results for Caraway Kemp's two subsidiaries, Advertising Services Group and Pest Control Productions, were not included. Accounts gained: Prudential Insurance; South Central home office; American Dairy Queen Assn.; Kenco Chemical & Mfg.; Rid-A-Bug products; Products Four Inc.; Four Plus One products; WAIV-fm; WAPE-am; Jacksonville Airport Hilton; TRECO Inc.; TRECO Property Services; Ashland Oil Emulsofire division; Florida Wire & Cable; General Electric central air-conditioning division; Omega Insurance; Phillips Highway Automobile Dealers Assn.; Saxelbye, Power, Roberts & Ponder; Van Wagenen & Searcy. Lost: WFYV-fm (re-signed), Regency Square Properties. Billings breakdown: Newspapers 22%, magazines 15%, radio 10%, spot tv 26%, outdoor 12%, business papers 10%, farm publications 5%. Employees: 29 in one office. Top execs: William D. Kemp Jr., president; John E. Caraway, chairman. Phone: (904) 355-1505.

**Carlson, Liebowitz & Olshaver**, Los Angeles, reported gross income of \$2,552,096 and net income of \$34,707 in 1981 on billings of \$16,232,143. In 1980, it reported gross income of \$2,052,988 and net income of \$64,614 on billings of \$15,639,361. Volume in 1981 consisted of \$13,580,897 in media, \$1,359,314 in materials and services and \$1,291,932 in capitalized fees. In 1980, volume consisted of \$14,415,913 in media and \$1,223,448 in materials and services. Accounts gained: Mattel Communications, Doans, Mayer Group (real estate). Lost: Doans, U.S. Life Savings. Billings breakdown: Newspapers 2.3%, magazines 30%, supplements 1.1%, radio 1.6%, network tv 25%, spot tv 40%. Employees: 50 in one office. Top execs: Janet Carlson, president; Israel Liebowitz, Rod Damrow, exec vps; Leon Olshaver, secretary; Nola Franklin, treasurer. Phone: (213) 935-5571.

**Carmichael-Lynch Advertising**, Minneapolis, reported gross income of \$3,969,000 in 1981 on billings of \$26,677,000.

In 1980, it reported gross income of \$3,174,000 on billings of \$20,816,000. Volume in 1981 consisted of \$14,658,000 in media, \$3,168,000 in materials and services and \$8,851,000 in capitalized fees. In 1980, volume consisted of \$11,437,000 in media, \$3,336,000 in materials and services and \$6,043,000 in capitalized fees. Accounts gained: Harley-Davidson motorcycles (from collateral only to full account), Honeywell Communication Systems, Polaris Industries snowmobiles, Satellite Music Network, WCCO-AM, WCCO-FM. Lost: Plywood Minnesota, Wagner Spray-Tech. Billings breakdown: Newspapers 11%, magazines 13%, radio 8%, network tv 27%, spot tv 23%, outdoor 3%, business papers 2%, point of sale 11%, direct mail 2%. Employees: 100 in one office. Top execs: Leland Lynch, chairman-ceo; Lou Bacig, president; Duane Johnson, exec vp-creative director; I.E. Coleman, senior vp-finance/administration. Phone: (612) 871-8300.

**Carr Liggett Inc.**, Cleveland, reported gross income of \$3,478,019 in 1981 on billings of \$26,292,714. In 1980, it reported gross income of \$2,566,179 on billings of \$21,492,387. Volume in 1981 consisted of \$9,791,467 in media, \$3,827,220 in materials and services and \$12,674,027 in capitalized fees. In 1980, volume consisted of \$12,385,276 in media, \$1,090,798 in materials and services and \$8,016,313 in capitalized fees. Accounts gained: Imperial-Clevite Corp. (formerly Gould Engine Parts), Bendix Automotive Worldwide, The Coliseum, Playhouse Square Foundation, Peabody Barnes Corp. Lost: Bendix Heavy Vehicle Systems. Billings breakdown: Newspapers 7.6%, magazines 3%, radio 7.7%, spot tv 39%, outdoor 5%, business papers 34.4%, transit 3.3%. Employees: 84 in one office. Top execs: Harold A. Shoup, president-ceo; John M. Morton, vice-chairman; Michael W. Carlton, Davis Young, senior vps. Phone: (216) 696-0330.

**Carrafiello-Diehl & Associates**, Irvington, N.Y., had gross income of \$3,765,000 in 1981 on billings of \$25,100,000. In 1980, it reported gross income of \$2,580,000 on billings of \$17,200,000. Volume in 1981 consisted of \$17,400,000 in media, \$4,600,000 in materials and services and \$3,100,000 in capitalized fees. In 1980, volume consisted of \$11,450,000 in media, \$3,650,000 in materials and services and \$2,100,000 in capitalized fees. Accounts gained: Roerig's Navane, Lederle Labs' new products, Richardson-Vicks' Denquel, Norcliff-Thayer and Pfizer's Leeming/Pacquin division. Billings breakdown: Newspapers 1%, magazines 26%, radio 3%, network tv 26%, spot tv 10%, business papers 20%, point of sale 4%, direct mail 5%, other 5%. Top execs: A. Louis Carrafiello, president; Anthony Bennett, Robert C. Brandt, Edward B. Cohen, Austin H. Gedney Jr., Edward J. Leahy, Thomas M. Sweeney, senior vps. Employees: 56. Phone: (914) 591-9191.

**Carter, Callahan & Associates**, San Jose, Cal., had estimated gross income of \$1,348,483 in 1981 on billings of \$9,073,895. In 1980, it had estimated gross income of \$934,693 on billings of \$5,976,462. Volume in 1981 consisted of \$1,008,712 in media, \$1,177,554 in materials and services and \$6,887,629 in capitalized fees. In 1980, volume consisted of \$775,664 in media, \$725,795 in materials and services and \$4,475,003 in capitalized fees. Accounts gained: Xidex, Marathon, Carma, Howard Johnsons, St. Claire, Meridian National



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## Gross income of \$1,000,000 to \$5,000,000

Bank, ICOT, Nutech, Intersil, CompuThink, Evotek, Pinetree Communications, Systems Control Group, Micro Air Systems, Peripheral Marketing, Cabot Cabot & Forbes. Lost: Daon Corp., Fuller Commercial Brokerage, Ashwill Burke, Clear Springs Trout, Daiwa Corp., Liberty Vinyl. Billings breakdown: Newspapers 35%, magazines 20%, radio 15%, spot tv 5%, outdoor 2%, business papers 11%, direct mail 12%. Employees: 34 in two offices. Top execs: Peter S. Carter, president; Edna M. Markham, secretary-treasurer. Phone: (408) 998-5433.

**Cavallieri, Kleier, Pearlman,** New York, had gross income of \$1,500,000 in 1981 on billings of \$12,000,000. In 1980, it reported gross income of \$1,750,000 on billings of \$12,400,000. Volume in 1981 consisted of \$6,000,000 in media, \$2,000,000 in materials and services and \$4,000,000 in capitalized fees. In 1980, volume consisted of \$6,500,000 in media, \$1,900,000 in materials and services and \$4,000,000 in capitalized fees. Accounts gained: Tryall Golf & Beach Club, Brown Cow Yogurt, Janovic Plaza. Lost: Regent Hotels. Billings breakdown: Newspapers 25%, magazines 40%, radio 25%, spot tv 10%. Employees: 25 in one office. Top execs: John Cavallieri, Ian Kleier, Robert Pearlman, partners. Phone: (212) 758-7428.

**ClarkeGowardCarr&Fitts,** Boston, formerly ClarkeAronson-Goward, reported gross income of \$1,400,000 in 1981 on billings of \$7,200,000. In 1980, it reported gross income of \$820,000 on billings of \$5,247,000. Volume in 1981 consisted of \$4,900,000 in media and materials and services combined and \$2,300,000 in capitalized fees. In 1980, volume consisted of \$3,150,000 in media, \$630,000 in materials and services and \$1,467,000 in capitalized fees. Figures include those of subsidiary, Clarke & Co. Public Relations. Accounts gained: Brigham's Ice Cream, Data General Corp., Eastern Capital Corp., Mirage Speakers. Lost: Rockport Shoes. Billings breakdown: Newspapers 20%, magazines 25%, radio 20%, spot tv 30%, outdoor 3%, transit 2%. Employees: 19 in one office. Top execs: Terence M. Clarke, president; Sharen Carr, treasurer. Phone: (617) 367-8600.

**The Coakley Heagerty Cos.,** Santa Clara, Cal., reported gross income of \$1,147,919 and net income of \$56,204 in 1981 on billings of \$7,656,620. In 1980, it reported gross income of \$864,729 and net income of \$49,125 on billings of \$5,028,895. Volume in 1981 consisted of \$1,382,054 in media, \$932,983 in materials and services and \$5,341,583 in capitalized fees. In 1980, volume consisted of \$764,637 in media, \$650,332 in materials and services and \$3,613,926 in capitalized fees. Accounts gained: American Bank & Trust, Coast Commercial Bank, Century 21 (pr-Santa Clara County), Shapell (pr), State S&L Assn., Volvo Dealers of San Francisco Bay Area. Billings breakdown: Newspapers 56%, magazines 15%, radio 5%, spot tv 16%, outdoor 3%, business papers 5%. Employees: 22 in one office. Top execs: David A. Heagerty, managing director-ceo; John D. Heagerty, president; Gary L. Bolen, creative director. Phone: (408) 249-6242.

**Robert L. Cohn Inc.,** Northbrook, Ill., reported gross income of \$1,672,350 in 1981 on billings of \$11,149,000. In 1980, it reported gross income of \$1,310,800 on billings of \$8,740,000. Volume in 1981 consisted of \$9,030,000 in media, \$919,000 in materials and services and \$1,200,000 in capitalized fees.

In 1980, volume consisted of \$6,900,000 in media, \$1,040,000 in materials and services and \$800,000 in capitalized fees. Accounts gained: Wilmot Mountain ski resort, American Acoustics Labs, Mellon Financial Services Corp. Lost: Vacation Center travel agency. Billings breakdown: Newspapers 10%, magazines 20%, radio 15%, spot tv 50%, business papers 5%. Employees: 20 in one office. Phone: (312) 291-2300.

**Colle & McVoy Advertising Agency,** Minneapolis, reported gross income of \$4,095,517 in 1981 on billings of \$27,317,078. In 1980, it reported gross income of \$4,030,487 on billings of \$26,883,322. Volume in 1981 consisted of \$14,298,195 in media, \$11,006,738 in materials and services and \$2,012,165 in capitalized fees. In 1980, volume consisted of \$13,557,720 in media, \$10,297,455 in materials and services and \$3,028,147 in capitalized fees. Accounts gained: Sen. David Durenberger, First Federal of Winter Haven, Fla., First American Federal, Greensboro, N.C., Bohemian Savings of Cedar Rapids, Dobby Packaging, H.B. Fuller, The Gehl Co., Denver Dry Goods Co., Paramount Pictures, Genesee Village Condominium Developers, Gelco Travel Services, Rocky Mountain News, Midwest Realty Co., Chesley & Dunn, Vericel Co., Greater St. Paul/Minneapolis Auto Show, NAPA Auto Parts, Denver, Lockwood Corp., Viracon, United Sea Trade, Gemini Systems. Lost: Cuckler Building Systems, Monticello, Iowa, First National Bank of Marion, Iowa, Dynamic Air, Home Federal Palm Beach, Rudy Luther, Registry Hotel, Polaris/E-Z-Go, Clearwater Federal. Billings breakdown: Newspapers 22%, magazines 6%, radio 13%, network tv 19%, outdoor 2%, business papers 21%, farm publications 15%, other (Yellow Pages) 2%. Employees: 104 in five offices. Top execs: Clarence M. Thompson Jr., chairman-ceo; Ray Foley, president. Phone: (612) 861-7181.

**Ralph Kent Cooke Inc.,** Los Angeles, reported gross income of \$1,950,004 in 1981 on billings of \$13,000,000. In 1980, it reported gross income of \$1,775,000 on billings of \$11,500,000. Volume in 1981 consisted of \$9,432,600 in media, \$1,500,000 in materials and services and \$2,067,700 in capitalized fees. In 1980, volume consisted of \$8,515,700 in media, \$1,050,000 in materials and services and \$1,934,300 in capitalized fees. No billings breakdown was provided. Employees: 35 in one office. Top exec: Michael R. Hooper, president. Phone: (213) 879-5885.

**Frank J. Corbett Inc.,** Chicago, reported gross income of \$2,600,000 in 1981 on billings of \$17,300,000. In 1980, it reported gross income of \$2,300,000 on billings of \$15,400,000. Figures include subsidiary, Vis-U-Com Inc. No volume breakout was provided. Accounts gained: Abbott Diagnostics, Blistex Inc. Billings breakdown: Point of sale 5%, direct mail 40%, other (medical journals) 55%. Employees: 50 in one office. Top execs: Frank J. Corbett, chairman; John F. Swift, president; John J. Fisher, exec vp; Judy H. Raymond, treasurer-secretary. Phone: (312) 664-5310.

For additional information, see profile of parent agency, BBDO Intl.

**Craig, Lamm, Hensley & Alderman Advertising,** Houston, reported gross income of \$1,987,969 in 1981 on billings of \$13,259,753. In 1980, it reported gross income of \$1,763,144 on billings of \$11,760,168. Volume in 1981 consisted of \$3,839,515 in media,

\$3,634,013 in materials and services and \$5,786,225 in capitalized fees. In 1980, volume consisted of \$4,400,674 in media, \$2,769,560 in materials and services and \$4,589,934 in capitalized fees. Totals also include subsidiary, Hill Audio-Visual Productions. Accounts gained: Commercial Bancshares, Galleria Bank, Gundie Lining Systems, Holt Machinery, RSI. Lost: IMSL, Jet-Lube, National Pipe & Tube, Protexa. Billings breakdown: Newspapers 2%, magazines 1%, radio 1%, outdoor 1%, business papers 93%, farm publications 1%, other 1%. Employees: 40 in two offices. Top execs: Douglas S. Craig, chairman; Donald C. Lamm, president. Phone: (713) 621-2680.

**Cummins, MacFail & Nutry,** Somerset, N.J., reported gross income of \$1,566,122 in 1981 on billings of \$5,534,000. In 1980, it reported gross income of \$1,092,247 on billings of \$3,887,000. Volume in 1981 consisted of \$1,810,807 in media, \$712,141 in materials and services and \$3,011,052 in capitalized fees. In 1980, volume consisted of \$1,073,978 in media, \$533,624 in materials and services and \$2,279,598 in capitalized fees. Figures include subsidiaries, Cummins, MacFail & Nutry in Stroudsburg, Pa., and Graphic Art Studios in Somerset. Accounts gained: Xomed Inc. of Jacksonville, Fla., Dyonics Inc. of Andover, Mass., Marcus Jewelers, Cheeca Lodge of Islamorada, Fla., Cook Pacemaker Corp. of Leeburg, Pa. Lost: First National Bank of Central Jersey in Bridgewater, Professional Disposables Inc. of Mt. Vernon, N.Y. Billings breakdown: Newspapers 20%, magazines 10%, business papers 30%, other (collateral, sales support literature) 40%. Employees: 24 in two offices. Top execs: George MacFail, president; Ralph Martinson, exec vp; Albert Del Vecchio, vp-treasurer; E.A. Donegan, vp-secretary. Phone: (201) 469-3300.

**DBG&H Unlimited,** Dallas, reported gross income of \$3,330,508 in 1981 on billings of \$22,214,488. In 1980, it reported gross income of \$2,327,250 on billings of \$15,522,757. The agency does not bill media or outside supplier charges through its billing system, but bills only for time services. Accounts gained: Pulte Homes of Texas, The Merit Report, Temple Eastex, Brookhollow Corp., Crow Development Co. Lost: Olympia & York of Texas, Pandick Press. Billings breakdown: Newspapers 50%, magazines 20%, radio 10%, network tv 5%, outdoor 5%, direct mail 10%. Employees: 110 in three offices. Top execs: David C. Dozier, president; Martha L. Gallier and Sharon J. Baca, senior vps. Phone: (214) 638-7723.

**The DR Group,** New York, had estimated gross income of \$1,750,000 in 1981 on billings of \$18,295,000. In 1980, it reported gross income of \$1,461,000 on billings of \$14,610,000. Volume in 1981 consisted of an estimated \$270,000 in media, \$6,326,000 in materials and services and \$11,699,000 in capitalized fees. In 1980, volume consisted of \$105,000 in media, \$5,027,000 in materials and services and \$9,478,000 in capitalized fees. Accounts gained: Pan American World Airways Cargo (general media advertising), Dictaphone. Lost: Exxon Office Systems. Billings breakdown: Newspapers 1%, magazines 2%, direct mail 50%, other (printed promotional materials) 47%. Employees: 52 in two offices. Top execs: George J. Zahka, chairman; C. James Schaefer, president; Arthur R. Wilson, exec vp; William S. Stockdale, William C. Allen, and Peter F. Rossi, senior vps. Phone: (212) 687-2100.

**Dawson, Johns & Black,** Chicago, reported gross income of

\$1,680,000 in 1981 on billings of \$11,200,000. In 1980, it reported gross income of \$1,542,000 on billings of \$10,285,000. Volume in 1981 consisted of \$7,100,000 in media and \$4,100,000 in capitalized fees. In 1980, volume consisted of \$7,909,500 in media and \$2,375,500 in capitalized fees. Accounts gained: Lowe's Inc. (Tidy Cat), Heinold Commodities, Success magazine, Chicago Sting (pro soccer club). Lost: AJP Food Products. Billings breakdown: Newspapers 11%, magazines 10%, radio 10%, network tv 5%, spot tv 62%, outdoor 2%. Employees: 19 in one office. Top execs: Powell Johns Jr., president; Robert Kaplan, James Black and Marion Dawson, all exec vps. Phone: (312) 670-2200.

**Desmond & Associates,** Oak Park, Mich., had estimated gross income of \$1,635,000 in 1981 on billings of \$10,900,000. In 1980, it had estimated gross income of \$1,485,000 on billings of \$9,900,000. No volume breakout was provided. Accounts gained: The Westin Hotel, Renaissance Center, The World of Shops, Ford Land Development/Renaissance Center Partnership, Arthur Treacher's Seafood (Detroit area), WCZY-FM, "it" Subscription Television, Dykema, Gossett, Spencer, Goodnow & Trigg. Lost: Studio Camera & Electronics, Hyatt Regency in Dearborn, Radio Distributing Co. Billings breakdown: Newspapers 25%, magazines 4%, supplements 0.5%, radio 15%, spot tv 35%, outdoor 5%, business papers 0.5%, point of sale 5%, direct mail 10%. Employees: 40 in one office. Top execs: J. Bittker, chairman; J. Kolon, T. Jordan, exec vps; P. Bittker, president. Phone: (313) 967-1313.

**David Deutsch Associates,** New York, had gross income of \$1,950,000 in 1981 on billings of \$13,000,000. In 1980, it reported gross income of \$1,811,000 on billings of \$12,000,000. Volume in 1981 consisted of \$11,700,000 in media, \$470,000 in materials and services and \$830,000 in capitalized fees. In 1980, volume consisted of \$10,800,000 in media, \$433,000 in materials and services and \$767,000 in capitalized fees. Accounts gained: Letts of London, Sero Shirmakers, Grand Metropolitan Hotels and Phillips Auctioneers. Lost: Meriden Hotels and Oppenheimer Management Group. Billings breakdown: Newspapers 5%, magazines 30%, radio 15%, spot tv 25%, business papers 10%, other 15%. Employees: 25. Top execs: David Deutsch, chairman; Stephen Fajen, president; Rocco Campanelli and James Aucone, exec vps; Kevin Buckley, senior vp. Phone: (212) 867-0044.

**Dilorio, Wergeles,** New York, had gross income of \$1,100,000 in 1981 on billings of \$7,000,000. In 1980, it reported gross income of \$900,000 on billings of \$6,000,000. Volume in 1981 consisted of \$6,700,000 in media and \$300,000 in materials and services. In 1980, volume consisted of \$5,700,000 in media and \$300,000 in materials and services. Accounts gained: Van de Kamp's Frozen Foods, and Ashley's Inc. Billings breakdown: Newspapers 10%, magazines 5%, radio 15%, spot tv 70%. Employees: 10. Top execs: Donald Wergeles, chairman, Julio Dilorio, president-creative director. Phone: (212) 986-7850.

**Dix & Eaton,** Cleveland, reported gross income of \$2,900,000 in 1981 on billings of \$16,104,000. In 1980, it reported gross income of \$2,770,000 on billings of \$15,230,200. Volume in 1981 consisted of \$5,600,000 in media, \$2,500,000 in materials and services and \$8,004,000 in capitalized fees. In 1980, volume consisted of \$5,380,000 in media, \$2,800,000 in

materials and services and \$7,050,200 in capitalized fees. Accounts gained: "Automatic" Sprinkler Corp. of America, Ceramics division of Brush Wellman, Eriez of Canada, select divisions of Ferro Corp., TOCCO division of Park-Ohio Industries, Guam Oil & Refining, Terramar Corp. Lost: None. Billings breakdown: Newspapers 20%, magazines 15%, radio 2%, spot tv 3%, business papers 55%, other 5%. Employees: 53 in four offices. Dix & Eaton established two independent Cleveland-based operating units—Dix & Eaton/Advertising (with Edward M. Stevens as president) and Dix & Eaton/Corporate Communications (John A. Kinley, president)—under the parent shell in August, 1981. Dix & Eaton/Advertising also has a major office in Erie, Pa., and the corporate communications arm has offices in both New York City and Dallas. Top exec: Henry F. Eaton, chairman. Phone: (216) 241-0405.

**Doe-Anderson Advertising,** Louisville, had gross income of \$2,456,746 in 1981 on billings of \$19,318,048. In 1980, it reported gross income of \$2,224,572 on billings of \$16,622,282. Volume in 1981 consisted of \$7,643,782 in media, \$2,131,164 in materials and services and \$9,543,102 in capitalized fees. In 1980, volume consisted of \$6,064,400 in media, \$2,046,875 in materials and services and \$8,511,007 in capitalized fees. Accounts gained: AMF Wheel Goods, Conna Corp., Meldinger Inc., North American Van Lines, Yellow Pages. Lost: Batesville Casket Co. Billings breakdown: Newspapers 15%, magazines 35%, radio 9%, spot tv 9%, outdoor 4%, business papers 28%. Employees: 59. Top exec: Robert Allison, president. Phone: (502) 589-1700.

**Dorland & Sweeney,** Philadelphia, had gross income of \$1,183,686 in 1981 on billings of \$8,096,398. In 1980, it reported gross income of \$999,391 on billings of \$6,750,630. Volume in 1981 consisted of \$95,004 in media, \$367,839 in materials and services and \$7,633,555 in capitalized fees. In 1980, volume consisted of \$97,994 in media, \$568,142 in materials and services and \$6,084,494 in capitalized fees. Billings breakdown: Newspapers 10%, journals/magazines 50%, direct mail 25%, other 15%. Top execs: Harry A. Sweeney Jr., president; Richard Jones, senior vp. Employees: 28 in two offices. Phone: (215) 625-0111.

**Drossman Yustein Clowes,** New York, autonomous affiliate of Della Femina, Travisano & Partners, had gross income of \$4,300,000 in 1981 on billings of \$29,000,000. In 1980, it reported gross income of \$4,200,000 on billings of \$28,000,000. Volume in 1981 consisted of \$27,000,000 in media and \$2,000,000 in materials and services. In 1980, volume consisted of \$26,000,000 in media and \$2,000,000 in materials and services. Accounts gained: CBS Cable, Hirsh Enterprises, Monarch Import Co., St. Laurie Ltd., P. Wallenberg Development Co. Billings breakdown: Newspapers 20%, magazines 10%, supplements 2%, radio 10%, network tv 36%, spot tv 23%. Employees: 30 in one office. Top execs: Everett Clowes, president; Neil Drossman, Mark Yustein, exec vps. Phone: (212) 753-8383.

For additional information, see profile of parent agency, Della Femina, Travisano & Partners.

**Dugan/Farley Communications Associates,** Montvale, N.J., had gross income of \$2,738,034 in 1981 on billings of \$17,967,000. In 1980, it reported gross income of \$1,896,680 on billings of \$12,450,000. Volume in 1981 consisted of \$3,425,000 in media, \$1,656,000 in materials and services and \$12,886,000 in capitalized fees.



In 1980, volume consisted of \$2,740,000 in media, \$1,120,000 in materials and services and \$8,590,000 in capitalized fees. Accounts gained: Becton-Dickinson needles/syringes, respiratory systems; Alcon's Tobrex and Naphcon A; Lederle's Aristocort-A, Leucovorin Calcium, Methotrexate and Thiotepa. Billings breakdown: Magazines 65%, direct mail 15%, other 20%. Employees: 30. Top execs: John Dugan, president; E. John Farley, exec vp; Clayton Warrington, vp-director, client services; Eric Rathje, vp-co-creative director, art; Martin Ross, vp-co-creative director, copy. Phone: (201) 391-1500.

**Dwelle, Bolger & Citrin**, Poughkeepsie, N.Y., had gross income of \$1,570,736 in 1981 on billings of \$9,087,874. In 1980, it reported gross income of \$1,313,599 on billings of \$7,172,880. Volume in 1981 consisted of \$824,030 in media, \$644,710 in materials and services and \$7,619,134 in capitalized fees. In 1980, volume consisted of \$1,200,428 in media, \$426,821 in materials and services and \$5,545,631 in capitalized fees. Accounts gained: Sarum Tea Co., American Craft Enterprises, Advance Technologies Systems, Efron Fuel Oil. Lost: Newburgh Savings Bank. Billings breakdown: Newspapers 15%, magazines 15%, radio 25%, outdoor 2%, business papers 25%, direct mail 15%, other 3%. Employees: 10 in one office. Top exec: Lewis T. Bolger, president. Phone: (914) 452-8080.

**Ehrig & Associates**, Seattle, reported gross income of \$1,470,348 in 1981 on billings of \$10,239,905. In 1980, it reported gross income of \$1,445,114 on billings of \$9,882,695. Volume in 1981 consisted of \$6,116,195 in media, \$1,201,345 in materials and services and \$2,922,365 in capitalized fees. In 1980, volume consisted of \$6,451,334 in media, \$1,297,786 in materials and services and \$2,133,575 in capitalized fees. Accounts gained: Bellevue Square Managers, Ernst & Whinney, Korean Tourism (Pacific NW rep), Family Life Insurance Co., Fisher Broadcasting Co., Space Needle. Lost: E.A. Nord Sales Co., Peter Pan Seafoods, Aiphone. Billings breakdown: Newspapers 8.69%, magazines 2.53%, radio 16.14%, network tv 7%, spot tv 30.29%, outdoor 2.8%, business papers 1.95%, transit 0.71%, other 29.89%. Employees: 40 in one office. Top execs: Jack Ehrig, chairman-ceo; Fred H. Burrow, president. Phone: (206) 623-6666.

**Ehrlich Manes & Associates**, Bethesda, Md., had estimated gross income of \$4,000,000 in 1981 on billings of \$26,224,000. In 1980, it had estimated gross income of \$3,250,000 on billings of \$20,944,000. Volume in 1981 consisted of \$18,462,000 in media, \$2,701,000 in materials and services and \$5,061,000 in capitalized fees. In 1980, volume consisted of \$14,650,000 in media, \$2,699,000 in materials and services and \$3,595,000 in capitalized fees. Accounts gained: 19 including Airline Publishing Group, American Security Bank, Haag Drug Stores, Magesilk Flowers, Storer Cable Communications, Sta-Dri and York Florist. Lost: American Security Bank and J&K/Koons Auto Dealers. Billings breakdown: Newspapers 20%, magazines 7%, radio 12%, spot tv 18%, business papers 13%, direct mail 8%, other 22%. Employees: 62. Top execs: Alvin Q. Ehrlich, chairman; Nella C. Manes, president; Jerry Caplan, Neal Edwards, Charles L. Smith and Sherwin Stein, senior vps. Phone: (301) 657-1800.

**Eisner & Associates**, Baltimore, had gross income of \$1,624,342 in 1981 on billings of

\$10,731,125. In 1980, it reported gross income of \$1,338,214 on billings of \$8,829,500. Volume in 1981 consisted of \$7,008,000 in media, \$805,000 in materials and services and \$2,918,125 in capitalized fees. In 1980, volume consisted of \$5,515,000 in media, \$699,500 in materials and services and \$2,615,000 in capitalized fees. Accounts gained: Air Techniques, City of Baltimore (Task Force on Vandalism), American Biltrite, Hess Shoes, Mash's Hams, 92 Star Radio, Versailles Condos & Apartments. Lost: Fradkin Bros. Billings breakdown: Newspapers 26%, magazines 8%, radio 20%, spot tv 31%, outdoor 3%, business papers 6%, point of sale 3%, direct mail 3%. Employees: 35 in one office. Top exec: Henry Eisner, president. Phone: (301) 685-3390.

**Elkman Advertising**, Bala Cynwyd, Pa., had gross income of \$3,500,000 in 1981 on billings of \$24,116,740. In 1980, it reported gross income of \$3,155,000 on billings of \$21,043,800. Volume in 1981 consisted of \$15,050,000 in media, \$2,250,000 in materials and services and \$6,816,740 in capitalized fees. In 1980, volume consisted of \$12,373,000 in media, \$2,100,800 in materials and services and \$6,570,000 in capitalized fees. Accounts gained: Caloric Corp., Commonwealth Relocation Services, Greenwood Group, Hill Intl., Josco Office Supplies, Mediq Inc., A.P. Orleans Co., Resorts Intl. Hotel & Casino, Sixers Basketball, Tannen Towers, WIP and WMMR Radio, Spectacor, Yellow Cab Co. Lost: Pep Boys, WCAU Radio, Taft Broadcasting. Billings breakdown: Newspapers 10%, magazines 3%, supplements 1%, radio 13%, spot tv 65%, outdoor 2%, business papers 2%, point of sale 2%, direct mail 1%, other 1%. Employees: 92 in two offices. Top execs: Stanley Elkman, ceo; Donald Tuckerman, president; Donald Rosenblit, exec vp; David Phillips, senior vp. Phone: (215) 835-2400.

**Ensslin & Hall Advertising**, Tampa, reported gross income of \$1,177,385 in 1981 on billings of \$7,656,704. In 1980, it reported gross income of \$757,365 on billings of \$5,056,735. Volume in both years was all in fees. Accounts gained: Dolphin Airways, Exchange Bank & Trust, Jestro Industries, McJunkin Hotels, Ride Control Systems, The Wilson Co. Lost: Florida Department of Commerce, First Natl. Bank of Clearwater. Billings breakdown: Newspapers 26%, magazines 18%, radio 20%, spot tv 30%, outdoor 6%. Employees: 32 in one office. Top exec: H. Thomas Hall, president. Phone: (813) 223-5684.

**Epstein Raboy Advertising**, New York, had gross income of \$3,217,500, including \$97,500 in non-U.S. income, in 1981 on billings of \$21,450,000. In 1980, it reported gross income of \$3,015,000, including \$75,000 in non-U.S. income, on billings of \$20,100,000. Volume in 1981 consisted of \$15,050,000 in media, \$2,300,000 in materials and services and \$3,450,000 in capitalized fees, all in the U.S., and \$650,000 in media overseas. In 1980, volume consisted of \$13,275,000 in media, \$1,845,000 in materials and services and \$4,480,000 in capitalized fees, all in the U.S., and \$500,000 in media overseas. Accounts gained: F.F. Hutton (projects), Bobbie Brooks Inc., AFIA Worldwide Insurance, The Post House, People Resources, In-World Guide, Smith & Wolsky and E.T. Browne Drug Co. Lost: Formby's Inc., Celebrity Inc. and Bert Pulitzer. Billings breakdown: Newspapers 20%, magazines 30%, radio 14%, spot tv 25%, outdoor 4%, transit 1%, other 6%. Top execs: Mitchell Epstein, chairman; Myron Poloner, president; Richard Raboy, exec vp; Alexander Tsao Sr., Erwin Ephron, senior vps. Em-

ployes: 33. Phone: (212) 688-4000.

**Fairfax Inc.**, New York, reported gross income of \$1,750,000 in 1981 on billings of \$18,000,000. In 1980, it reported gross income of \$1,900,000 on billings of \$16,000,000. Volume in 1981 consisted of \$16,500,000 in media, \$1,000,000 in materials and services and \$500,000 in capitalized fees. In 1980, volume consisted of \$14,500,000 in media, \$1,000,000 in materials and services and \$500,000 in capitalized fees. Accounts gained: Lenca Inc. in Los Angeles, Phelps Dodge decorative brass division, Michael Davidson Ltd., Gurney's Inn, Streamline Fashions, Bowmar Marketing in London, England, Kalikow Development Corp., Baybridge Condominium. Lost: Baltimore Bulletin, Foster & Gallagher, Laurel Hollow Realty, Roslyn Associates. Billings breakdown: Newspapers 27%, magazines 23%, supplements 40%, radio 2%, spot tv 1%, outdoor 3%, business papers 1%, farm publications 1%, transit 1%, other 1%. Employees: 42 in one office. Top execs: James W. Fishel, president; Stanley I. Fishel, chairman. Phone: (212) 350-1800.

**Faller Klenk & Quinlan**, Buffalo, N.Y., had gross income of \$2,872,000 in 1981 on billings of \$16,532,350. In 1980, it reported gross income of \$2,020,711 on billings of \$13,686,920. Volume in 1981 consisted of \$10,135,000 in media, \$5,030,000 in materials and services and \$1,367,350 in capitalized fees. In 1980, volume consisted of \$8,486,000 in media, \$4,027,000 in materials and services and \$1,173,920 in capitalized fees. Accounts gained: Barclays American; Mirafi Inc.; Mader Capital; Tops Supermarkets, and Darien Fun Country. Billings breakdown: Newspapers 8%, magazines 20%, radio 6%, network tv 8%, spot tv 12%, business papers 20%, point of sale 10%, direct mail 14%, other 2%. Employees: 75 in two offices. Phone: (716) 688-1177.

**G.M. Feldman & Co.**, Chicago, reported gross income of \$2,940,000 in 1981 on billings of \$19,600,000. In 1980, it reported gross income of \$2,831,550 on billings of \$18,877,000. Volume in both years was completely from media. Accounts gained: McDonald's Restaurant Co-op Assn. of Madison, Wis. Lost: Blistex. Billings breakdown: Newspapers 7.9%, magazines 5.1%, radio 24.5%, spot tv 54.7%, outdoor 7.8%. Employees: 79 in six offices. Top exec: Gerald M. Feldman, president. Phone: (312) 644-1800.

**Feldman McPherson Topin Inc.**, Chicago had estimated gross income of \$1,400,000 in 1981 on billings of \$9,650,000. In 1980, it had estimated gross income of \$1,130,000 on billings of \$7,550,000. No volume breakout was provided. Accounts gained: American V. Mueller (surgical instrument division of American Hospital Supply), Zurich American Insurance Co., Signature Marketing (Wards Wide World of Travel), Unimed Inc., Division Sales Inc., Bee Discount. Lost: None. Employees: 20 in one office. Top execs: Roger S. Feldman, president; J. Robb McPherson, Alan J. Topin, exec vps. Phone: (312) 642-4300.

**Thomas G. Ferguson Associates**, Parsippany, N.J., healthcare specialists, had gross income of \$3,265,654 in 1981 on billings of \$25,120,412. In 1980, it reported gross income of \$2,449,967 on billings of \$18,833,193. Volume in 1981 consisted of \$1,200,000 in media, \$2,576,412 in materials and services and \$21,344,000 in capitalized fees. In 1980, volume consisted of \$937,581 in media, \$1,867,016 in materials and services and \$16,628,596 in capitalized fees. Accounts gained: Revlon Inc.'s USV Laboratories; Warner-Lambert

consumer products; C.R. Bard Inc.'s implants division and Bard Intl.; Becton, Dickinson & Co.'s B-D immunodiagnostics; BBL microbiology systems and the advanced business development group, and Nordisk, U.S.A. Billings breakdown: Magazines 22%, other 78%. Employees: 60. Top execs: Thomas Ferguson, chairman-president; Thomas Atkinson, senior vp-marketing; Karen Blunt, senior vp-director creative services; Dwayne Hann, senior vp-director client services, and M.J. Pankow, vp-account group supervisor. Phone: (201) 540-8000.

**Fern/Hanaway**, Providence, R.I., had gross income of \$1,350,675 in 1981 on billings of \$9,009,000. In 1980, it reported gross income of \$1,085,369 on billings of \$7,239,412. Volume in 1981 consisted of \$3,676,817 in media, \$4,439,471 in materials and services and \$892,712 in capitalized fees. In 1980, volume consisted of \$3,116,914 in media,

\$3,404,766 in materials and services and \$717,732 in capitalized fees. Accounts gained: Chace Leather, Reed National, Sarama Lighting, Lost: Outlet Department Stores. Billings breakdown: Newspapers 30%, magazines 20%, radio 10%, spot tv 10%, business papers 30%. Employees: 38 in one office. Top execs: Sanford M. Fern, president; James F. Hanaway, exec vp. Phone: (401) 421-7202.

**Firestone & Associates**, New York, had gross income of \$2,755,400 in 1981 on billings of \$18,372,160. In 1980, it reported gross income of \$2,651,000 on billings of \$17,706,600. Volume in 1981 consisted of \$10,980,000 in media, \$1,736,000 in materials and services and \$5,656,160 in capitalized fees. In 1980, volume consisted of \$10,100,000 in media, \$1,710,000 in materials and services and \$5,898,600 in capitalized fees. Billings breakdown: Newspapers 13%, magazines 21%, radio 10%, network

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## Gross income of \$1,000,000 to \$5,000,000

tv 6%, spot tv 43%, business papers 5%, transit 2%. Employees: 34. Top exec: Murray Firestone, president. Phone: (212) 247-4900.

**J. Douglas Fischer Associates**, New York, had gross income of \$1,500,000 in 1981 on billings of \$10,000,000, all in media. In 1980, it reported gross income of \$900,000 on media billings of \$6,000,000. Account gained: WIZ audio-electronic distributor. Billings breakdown: Magazines 3%, radio 5%, spot tv 85%, outdoor 5%, business papers 2%. Employees: 15 in one office. Top exec: James D. Fischer, president-ceo. Phone: (212) 949-1199.

**Fisher/Feld Inc.**, New York, had estimated gross income of \$3,150,000, of which an estimated \$450,000 was from overseas, in 1981 on billings of \$21,000,000, including \$5,000,000 in non-U.S. volume. In 1980, it had estimated gross income of \$3,500,000, including an estimated \$750,000 from non-U.S. business, on billings of \$25,000,000, including \$5,000,000 in overseas volume. Volume in 1981 consisted of \$15,000,000 in media, and \$1,000,000 in capitalized fees. In 1980, U.S. volume consisted of \$20,000,000 in media. Accounts gained: Andorn, Bergida & Danks, First Jersey Securities, Fisher Camuto Inc., Hirsh Enterprises, Meyers Mfg., Wolf & Macklowe Inc. Billings breakdown: Newspapers 7%, magazines 15%, radio 5%, network tv 25%, spot tv 35%, outdoor 2%, business papers 5%, transit 5%, direct mail 1%. Employees: 23 in two offices. Top execs: Joseph Fisher, chairman; Daniel Feld, president; Ellen Cohen, creative director; Jo-Ann Harding, account director; Jeffrey Todder, media director. Phone: (212) 246-3900.

**Fitzgerald Advertising**, New Orleans, had gross income of \$1,262,946 in 1981 on billings of \$8,969,319. In 1980, it reported gross income of \$1,061,928 on billings of \$6,611,682. Volume in 1981 consisted of \$4,605,262 in media, \$1,080,328 in materials and services and \$3,283,729 in capitalized fees. In 1980, volume consisted of \$4,037,728 in media, \$897,584 in materials and services and \$1,676,370 in capitalized fees. Accounts gained: Arthur Young & Co., H.P. Bulmer U.S.A. Ltd., Central Marine Service. Billings breakdown: Newspapers 17.3%, magazines 36.9%, radio 11.6%, spot tv 32.2%, outdoor 2%. Employees: 31 in one office. Top exec: Joseph Killen, president; Leslie G. Galivan, treasurer. Phone: (504) 529-3161.

**Fletcher/Mayo/Associates**, St. Joseph, Mo., reported gross income of \$4,706,000 and net income of \$819,000 in 1981 on billings of \$42,285,000. In 1980, it reported gross income of \$3,554,000 and net income of \$428,000 on billings of \$33,009,000. Volume in 1981 consisted of \$7,813,000 in media, \$3,903,000 in materials and services and \$30,569,000 in capitalized fees. In 1980, volume consisted of \$7,607,000 in media, \$2,577,000 in materials and services and \$22,825,000 in capitalized fees. Figures do not include those of subsidiary, Agricom Inc. Fletcher/Mayo was acquired in February by Doyle Dane Bernbach. Its totals will be reflected in DDB's profile in next year's issue. Accounts gained: Agriflex, Elanco Products (trees and vines and Sonar), Environmental Products Corp., Hitachi America, McNally Pittsburg Inc. Lost: Behlen Mfg., Carey Salt, Cargill Seeds, Missouri-Kansas Pontiac Dealers Assn., Raincat Irrigation Systems, Riley Advertising, Vendo Co. Billings breakdown: Newspapers 9%, magazines 3%, radio 9%, spot tv 10%, outdoor 2%, business papers 14%, farm publica-

tions 32%, point of sale 9%, other (pr) 10%. Employees: 124 in two offices. Top execs: (In St. Joseph) R.W. Fletcher, president; G.R. Mayo, exec vp; J.L. Richie, senior vp-treasurer; G.E. Clement, H.P. Lammers, senior vps. (In Atlanta) E.W. White, senior vp. Phone: (816) 233-8261.

**The Food Group**, New York, had gross income of \$2,698,066 in 1981 on billings of \$8,511,341. In 1980, it reported gross income of \$2,557,387 on billings of \$6,523,586. Volume in 1981 consisted of \$1,106,163 in media, \$566,634 in materials and services and \$6,838,544 in capitalized fees. In 1980, volume consisted of \$1,339,680 in media, \$518,201 in materials and services and \$4,665,705 in capitalized fees. Billings breakdown: Magazines 90%, direct mail 10%. Top execs: Don Axleroad, president; Harold J. Delaney, exec vp. Employees: 15 in one office. Phone: (212) 725-5766.

**Fry Associates**, Tulsa, reported gross income of \$1,293,214 and net income of \$395,551 in 1981 on billings of \$4,994,607. In 1980, it reported gross income of \$826,475 and net income of \$235,414 on billings of \$3,154,299. Volume in 1981 consisted of \$640,411 in media and \$4,354,196 in capitalized fees. In 1980, volume consisted of \$415,924 in media and \$3,154,299 in capitalized fees. Accounts gained: Arrow Oil Tools, Auto Crane Co., Hughes Anderson Engineering, HydraService, Kroblin Transportation Systems, Terra Energy, Tital Rig Corp. Lost: ACS Inc., Cooper Mfg., Giant Petroleum. Billings breakdown: Magazines 49.3%, outdoor 0.2%, direct mail 1.8%, other 48.7%. Employees: 10 in one office. Top exec: Tom Fry, president. Phone: (918) 492-3620.

**Furman Roth Advertising**, New York, had gross income of \$1,130,000 in 1981 on billings of \$7,533,000. In 1980, it reported gross income of \$1,101,000 on billings of \$7,340,000. Volume in 1981 consisted of \$6,324,000 in media, \$375,000 in materials and services and \$834,000 in capitalized fees. In 1980, volume consisted of \$6,333,000 in media, \$420,000 in materials and services and \$587,000 in capitalized fees. Accounts gained: Veston Warehouse, Leader Candies and Horowitz Margaretten Matzohs. Lost: Olsten Temps. Billings breakdown: Newspapers 10%, magazines 10%, radio 25%, network tv 5%, spot tv 50%. Employees: 24 in two offices. Top execs: Nat Roth, president; Ernie Roth, exec vp; Estelle Krasna, senior vp. Phone: (212) 757-7393.

**GGK New York**, New York, part of the international GGK network headquartered in Basel, Switzerland, reported gross income of \$1,400,000 in 1981 on billings of \$9,400,000. In 1980, it reported gross income of \$1,050,000 on billings of \$7,000,000. Accounts gained: Carrier Air Conditioning, Sikorsky, IBM Europe. Lost: IBM GMG, Fischer Technik. Billings breakdown: Newspapers 20%, magazines 25%, radio 10%, tv 10%, outdoor 5%, business papers 10%, point of sale 10%, other 10%. Employees: 15 in one office. Top exec: Wolf D. Rogosky, president. Phone: (212) 840-1250.

**Gerber Advertising Agency**, Portland, Ore., reported gross income of \$1,850,000 in 1981 on billings of \$13,350,000. In 1980, it reported gross income of \$1,800,000 on billings of \$13,300,000. Volume in 1981 consisted of \$8,500,000 in media, \$3,750,000 in materials and services and \$1,100,000 in capitalized fees. In 1980, volume consisted of \$8,000,000 in media, \$4,000,000 in materials and services and

\$1,300,000 in capitalized fees. Figures include those of subsidiary, Gerber/Myers Wolfe & Kilgore in Seattle. Accounts gained: Animated Electronics, Blue Mountain pet foods, Hall Laboratories, 20/10 Automotive Products, Shakertown Siding, and KSN, KWJJ and KJIB radio stations. Lost: None. Billings breakdown: Newspapers 15%, magazines 15%, radio 18%, spot tv 40%, outdoor 2%, point of sale 10%. Employees: 43 in two offices. Phone: (503) 221-0100.

**Giardini/Russell**, Watertown, Mass., had gross income of \$1,963,418 in 1981 on billings of \$13,096,000. In 1980, it reported gross income of \$1,519,860 on billings of \$10,026,645. Volume in 1981 consisted of \$2,858,411 in media, \$1,204,061 in materials and services and \$9,033,528 in capitalized fees. In 1980, volume consisted of \$1,972,914 in media, \$983,591 in materials and services and \$7,070,140 in capitalized fees. Accounts gained: American Optical Corp. (soft contact lens division), Infocom, Management Decision Systems. Lost: California Products Corp., Burroughs Corp. (Context division). Billings breakdown: Newspapers 10%, magazines 40%, radio 15%, outdoor 5%, business papers 25%, transit 5%. Employees: 38 in one office. Top execs: Robert H. Russell, chairman; Richard L. Warren, president. Phone: (617) 926-5030.

**Gilbert, Whitney & Johns**, Morristown, N.J., had gross income of \$1,680,000 in 1981 on billings of \$11,200,000. In 1980, it reported gross income of \$1,500,000 on billings of \$10,000,000. Accounts gained: Alpha Wire Corp., Marula Machinery Corp., National Starch & Chemical Corp.'s resins division and flavorings and seasonings, Adolph Gottschalk Inc. (pr). Lost: Boeing Computer Services division of Boeing Corp., Profesco Corp. Billings breakdown: Newspapers 15%, magazines 60%, network tv 15%, spot tv 5%, direct mail 5%. Employees: 31. Top execs: John Daltner, president; John Minnaugh, exec vp-creative director; Kenneth Van Reekum, exec vp-operations; Paul Richartz and Lawrence J. Everling, vp-account supervisors. Phone: (201) 538-7766.

**Goodwin, Dannenbaum, Littman & Wingfield**, Houston, reported gross income of \$3,628,800 in 1981 on billings of \$24,189,000. In 1980, it reported gross income of \$3,290,200 on billings of \$21,935,000. Volume in 1981 consisted of \$14,586,000 in media, \$3,600,000 in materials and services and \$6,003,000 in capitalized fees. In 1980, volume consisted of \$14,300,000 in media, \$3,300,000 in materials and services and \$4,335,000 in capitalized fees. Accounts gained: Bennett/Barnes/Connally Interests, Century 21 in Houston, Corpus Christi and New Orleans, Chemical Enterprises, Emerald Airlines, Enterprise Development, Grubb & Ellis, Interfin, McRae's Department Stores and South Shore Harbour. Lost: Kelly Associates, Weingarten Supermarkets, National Child Care Centers, Warwick Hotel, Houston Police Dept. and Wyatt Cafeterias. Billings breakdown: Newspapers 20%, magazines 5%, radio 10%, spot tv 50%, outdoor 7%, business papers 5%, transit 3%. Employees: 70 in one office. Top execs: Earl Littman, president; Barry Silverman, exec vp; Anna Wingfield, senior vp; Gene Key Monigold, senior vp and secretary; Rich Witmer, senior vp and treasurer; Jake Elliott, vp, Mildred Edwards, vp and comptroller. Phone: (713) 977-7676.

**Chester Gore Co.**, New York, had gross income of \$2,096,000 in 1981 on billings of \$13,950,791. In 1980, it reported gross income of \$1,922,700 on billings of

\$12,819,545. Volume in 1981 consisted of \$8,785,000 in media, \$1,809,780 in materials and services and \$3,356,011 in capitalized fees. In 1980, volume consisted of \$8,060,000 in media, \$1,668,000 in materials and services and \$3,091,545 in capitalized fees. Accounts gained: Buitoni Wines, Lily of France Intimate Apparel, Perugia Chocolates, Babolat Maillot Witt Tennis Strings and Talon Zippers. Lost: Carillon Importers. Billings breakdown: Newspapers 4%, magazines 70%, radio 1%, network tv 23%, spot tv 2%. Top execs: Chester A. Gore, chairman; Michael Keenan, president; Marilyn A. Bane, senior vp. Employees: 25 in one office. Phone: (212) 759-6600.

**Gottlieb-Miller**, Englewood Cliffs, N.J., had gross income of \$1,220,000 in 1981 on billings of \$7,629,860. In 1980, it reported gross income of \$1,060,000 on billings of \$6,385,450. Volume in 1981 consisted of \$2,070,000 in media, \$504,000 in materials and services and \$5,055,860 in capitalized fees. In 1980, volume consisted of \$1,720,300 in media, \$430,000 in materials and services and \$4,235,450 in capitalized fees. Account gained: Schneider North America. Billings breakdown: Newspapers 15%, magazines 25%, radio 15%, spot tv 10%, outdoor 5%, point of sale 15%, other 15%. Employees: 17. Top execs: Edwin Gottlieb, chairman; Paul Miller, president. Phone: (201) 569-7200.

**Graber & Cohen**, New York, had gross income of \$1,650,000 in 1981 on billings of \$10,270,000. In 1980, it reported estimated gross income of \$1,200,000 on billings of \$8,150,000, \$750,000 of which was in non-U.S. billings. Volume in 1981 consisted of \$7,800,000 in media, \$200,000 in materials and services and \$2,270,000 in capitalized fees. It did not break out 1980 revenues. Accounts gained: Citibank (lower Hudson division), Cintreau Ltd., Singer Sewing Notions. Lost: Whitney Communications, United Federation of Teachers. Billings breakdown: Newspapers 30%, magazines 20%, supplements 10%, radio 10%, spot tv 25%, outdoor 5%. Employees: 33 in one office. Top execs: Julia Cohen, president; Allen Milman, exec vp; George Klas, senior vp. Phone: (212) 421-5200.

**Grant/Jacoby**, Chicago, reported gross income of \$3,600,000 in 1981 on billings of \$31,000,000. In 1980, it reported gross income of \$3,000,000 on billings of \$27,889,000. Volume in 1981 consisted of \$17,000,000 in media, \$660,000 in materials and services and \$13,340,000 in capitalized fees. In 1980, volume consisted of \$16,000,000 in media, \$550,000 in materials and services and \$11,339,000 in capitalized fees. Accounts gained: General Housewares Corp., Ceco Corp. Lost: None. Billings breakdown: Employees: 65 in one office. Top execs: R.L. Flink, president; B.J. Carlson, exec vp; R.W. Krewer, R.W. Lavender, C.A. Norris, senior vps. Phone: (312) 664-2055.

**Green & Burkhard**, Atlanta, had gross income of \$1,762,209 and net income of \$47,285 in 1981 on billings of \$11,626,240. In 1980, it reported gross income of \$949,000 and a net loss of \$91,725 on billings of \$6,381,580. Volume in 1981 consisted of \$5,104,000 in media, \$706,000 in materials and services and \$5,816,240 in capitalized fees. In 1980, volume consisted of \$2,641,200 in media, \$312,000 in materials and services and \$3,428,380 in capitalized fees. Figures include billings for Right Arm, mechanical studio subsidiary. Accounts gained: The Byrne Corp., Columbia Management Co., Intergraph Corp., The Marriott Corp. (Atlanta Hotels), The H.J. Wilson

Co. Lost: Cramer Inc. Billings breakdown: Newspapers 19%, magazines 6%, radio 26%, spot tv 47%, outdoor 2%. Employees: 34. J. Keith Green, president; Peter Burkhard, creative director; David Fitzgerald, Don Gill, senior vps. Phone: (404) 874-8100.

**Greengage Associates**, New York, had gross income of \$1,284,000 in 1981 on billings of \$7,500,750. In 1980, it reported gross income of \$1,005,150 on billings of \$5,800,350. Volume in 1981 consisted of \$6,000,000 in media and \$1,500,750 in capitalized fees. In 1980, volume consisted of \$5,100,000 in media and \$700,350 in capitalized fees. Account gained: Regent Intl. Hotels. Billings breakdown: Newspapers 30%, magazines 30%, radio 1%, spot tv 25%, business papers 5%, point of sale 9%. Employees: 20 in one office. Top execs: Richard Ferrelli, president; Reggie Troncone, exec vp. Phone: (212) 752-8866.

**Greenstone & Rabasca**, Melville, N.Y., had gross income of \$1,500,000 in 1981 on billings of \$10,000,000. In 1980, it reported gross income of \$1,200,000 on billings of \$8,000,000. Volume in both years was all in media. Accounts gained: Associated Air Freight, Standard Motor Products, Lundy Electronics, Hitachi (video camera division), General Instruments (discrete semi-conductor division). Lost: Amdax, Dionics Inc., Symbol Technologies. Billings breakdown: Newspapers 25%, magazines 60%, radio 10%, outdoor 1%, business papers 4%. Employees: 40 in two offices. Top execs: Kenneth Rabasca, president; Ronald Greenstone, chairman; Jerry Harmon, exec vp; Howard Kent, senior vp. Phone: (516) 249-2121.

**Grey Direct**, New York, direct marketing subsidiary of Grey Advertising, had gross income of \$1,893,200 and net income of \$143,000 in 1981 on billings of \$11,189,200. In 1980, it reported gross income of \$1,156,000 and net income of \$91,000 on billings of \$7,166,000. Volume in 1981 consisted of \$200,000 in media, \$53,700 in materials and services and \$10,935,500 in capitalized fees. In 1980, volume consisted of \$75,000 in media, \$21,000 in materials and services and \$7,070,000 in capitalized fees. Subsidiaries in Minneapolis and San Francisco are included in the totals. Accounts gained: Bristol-Myers, B.F. Goodrich, Ladies' Home Journal, Direct Mail/Marketing Assn., National Liberty Inc., New Process Co., Renfield Importers, Revlon, Technology Illustrated, Times Mirror magazines. Accounts resigned: Elaine Powers, Guitar Study Center. Billings breakdown: Newspapers 10%, magazines 10%, spot tv 40%, direct mail 40%. Employees: 41 in three offices. Top execs: George Wiedemann, president; Roy Beauchamp, senior vp-creative; Iris Shokoff, senior vp-media. Phone: (212) 546-1800.

For more information, see profile of parent agency, Grey Advertising.

**Group Two Advertising**, Philadelphia, had gross income of \$1,867,000 in 1981 on billings of \$11,000,000, all in media. In 1980, it reported gross income of \$1,510,000 on billings of \$10,000,000, all in media. Accounts gained: Jack W. Blumenfeld & Co., The Cherry Hill Inn, Nan Duskin, Egg Harbor Boat Co., Ocean Reef, C&S Railcar, Golden Sails, The Gigliotti Corp., Levitt Homes, AIRCOA. Lost: Tabas Enterprises, Tannen Towers. Billings breakdown: Newspapers 35%, magazines 15%, radio 15%, network tv 15%, outdoor 10%, business papers 5%, direct mail 5%. Employees: 50 in four offices. Top execs: Richard Elkman, president; Ronald



Elkman, senior vp. Phone: (215) 561-2200.

**Gulf State Advertising Agency**, Houston, reported gross income of \$1,037,654 and net income of \$302,614 in 1981 on billings of \$7,415,220. In 1980, it reported gross income of \$1,141,302 and net income of \$399,513 on billings of \$7,649,798. Volume in 1981 consisted of \$3,914,224 in media, \$965,621 in materials and services and \$2,535,374 in capitalized fees. In 1980, volume consisted of \$3,849,313 in media, \$1,052,925 in materials and services and \$2,747,560 in capitalized fees. Billings breakdown: Newspapers 15%, magazines 3%, radio 14%, spot tv 28%, outdoor 15%, business papers 3%, transit 3%, other 19%. Phone: (713) 776-9000.

**Gumpertz/Bentley/Fried**, Los Angeles, reported gross income of \$1,753,000 in 1981 on billings of \$14,164,167. In 1980, it reported gross income of \$1,561,924 on billings of \$10,412,830. Volume in 1981 consisted of \$9,734,154 in media, \$1,016,457 in materials and services and \$3,413,556 in capitalized fees. In 1980, volume consisted of \$7,084,384 in media, \$498,442 in materials and services and \$2,830,004 in capitalized fees. Accounts gained: American Home Shield (Home Warranty Insurance), Coldwell Banker, Conroys Flowers, Sheraton Industry Hills Hotel, Fostex Corp. of America audio equipment. Lost: TEAC Corp. of America, KNX-FM. Billings breakdown: Newspapers 3%, magazines 20%, radio 12%, network tv 25%, spot tv 34%, outdoor 2%, business papers 4%. Employees: 32 in one office. Top execs: Gordon M. Gumpertz, president; Richard H. Fried, exec vp; Bruce C. Walter, senior vp. Phone: (213) 931-6301.

**Haddon Advertising**, Chicago, reported gross income of \$1,771,500 in 1981 on billings of \$11,928,900. In 1980, it reported gross income of \$1,650,000 on billings of \$11,452,000. Volume in 1981 consisted of \$3,550,000 in media, \$3,910,000 in materials and services and \$4,468,900 in capitalized fees. In 1980, volume consisted of \$3,400,000 in media, \$3,850,000 in materials and services and \$4,202,100 in capitalized fees. Accounts gained: Amdek Corp., Cash Station, Fulton House Associates, 666 North Lake Shore Drive Associates, Urban Investment & Development. Billings breakdown: Newspapers 20%, magazines 20%, radio 20%, spot tv 20%, direct mail 20%. Employees: 35 in one office. Top exec: Harvey L. Haddon, president; Jacqueline Wagner, vp. Phone: (312) 943-6266.

**Hammond Farrell Inc.**, New York, had gross income of \$1,882,361 in 1981 on billings of \$12,688,749. In 1980, it reported gross income of \$1,673,666 on billings of \$11,837,621. Volume in 1981 consisted of \$2,173,037 in media, \$1,460,621 in materials and services and \$9,055,091 in capitalized fees. In 1980, volume consisted of \$1,734,856 in media, \$1,209,240 in materials and services and \$8,893,525 in capitalized fees. Accounts gained: Chemical Engi-

neering magazine, General Electric Co.'s battery business department and Pfizer Inc.'s calcium business area. Billings breakdown: Newspapers 10%, magazines 5%, radio 5%, business papers 70%, other 10%. Employees: 36 in one office. Top execs: Hugh Farrell, president; James Carter, senior vp; Jeffrey Kaumeyer, vp; Michael Rosen, vp-exec art director. Phone: (212) 557-3600.

**Ross Hancock Advertising**, Hollywood, Fla., reported gross income of \$1,022,955 in 1981 on billings of \$7,182,951. In 1980, it reported gross income of \$735,000 on billings of \$5,006,721. Volume in 1981 consisted of \$5,632,140 in media, \$837,121 in materials and services and \$713,690 in capitalized fees. In 1980, volume consisted of \$3,810,005 in media, \$643,106 in materials and services and \$553,610 in capitalized fees. Accounts gained: Acoustat Corp., American Express (Southern regional operations center), Bayshore Bank of Florida, Broward County Tourist Development Council, Commonwealth S&L, County Natl Bank of Southern Florida, Cypress Savings Assn., Dade/Broward Olds Dealers, Eller & Co., Memorial Hospital, Metro/Denver Olds Dealers, Sicily Inn. Lost: Broward County Tourist Development Council, Broward Industrial Board, Dynacolor Graphics, First Natl Bank of Palm Beach, Florida Coast Banks, Gallery of Lights, Master Host Dinner Services, Lee Myles Transmission, Natl Health Food Central, Louisville Olds Dealers, Rentokil, Swim & Sport Shops, TNT Chemical, Ziebart Rustproofing. Billings breakdown: Newspapers 12%, magazines 3%, supplements 1%, radio 21%, spot tv 55%, outdoor 1%, business papers 3%, direct mail 2%, other 2%. Employees: 21 in one office. Top execs: Ross Hancock Jr., president; Donald Barnes, exec vp. Phone: (305) 925-6612.

**Handley & Miller**, Indianapolis, reported gross income of \$2,142,860 in 1981 on billings of \$12,812,134. In 1980, it reported gross income of \$2,021,600 on billings of \$12,062,240. Volume in 1981 consisted of \$7,036,280 in media, \$998,000 in materials and services and \$4,777,854 in capitalized fees. In 1980, volume consisted of \$6,638,000 in media, \$942,000 in materials and services and \$4,482,240 in capitalized fees. Accounts gained: Williams Industries, Kartes Productions, Paula's % Off (Paul Harris), WXTZ Radio, Indiana Underground Plant Protection Services Inc. Lost: Indiana National Bank. Billings breakdown: Newspapers 15%, magazines 9%, radio 15%, spot tv 40%, cable tv 3%, outdoor 4%, business papers 4%, point of sale 5%, direct mail 5%. Employees: 30 in one office. Top execs: Richard N. Miller, chairman; Richard T. Kreusser, president. Phone: (317) 927-5500.

**Hanson, Fassler & Associates**, New York, had gross income of \$1,219,000 in 1981 on billings of \$8,130,770. The agency reported the same results for 1980, putting volume at \$3,619,050 in media, \$1,951,320 in materials and services

and \$2,560,400 in capitalized fees. Accounts gained: AT&T (special projects), Cordis Laboratories, Sandy Corp., Symons Corp. Lost: Siemens Corp. Billings breakdown: Newspapers 5%, magazines 45%, supplements 5%, radio 5%, spot tv 5%, direct mail 35%. Employees: 40 in three offices. Top exec: Charles Hanson, president. Phone: (212) 840-3890.

**James Neal Harvey Inc.**, New York, had gross income of \$2,700,000 in 1981 on billings of \$18,700,000. In 1980, it reported gross income of \$3,100,000 on billings of \$25,200,000. Volume in 1981 consisted of \$16,300,000 in media, \$1,850,000 in materials and services and \$550,000 in capitalized fees. In 1980, volume consisted of \$21,600,000 in media, \$2,100,000 in materials and services and \$1,500,000 in capitalized fees. Accounts gained: La Maison Edery, Canada Dry Corp. Lost: Georgia Pacific Corp., Norwich Pharmaceutical Corp. Billings breakdown: Newspapers 3%, magazines 35%, radio 2%, network tv 55%, spot tv 5%. Employees: 35 in one office. Top exec: James N. Harvey, president. Phone: (212) 759-2800.

**Healthmark Communications**, New York, a healthcare agency, had gross income of \$3,000,000 in 1981 on billings of \$23,476,000. In 1980, it reported gross income of \$2,500,000 on billings of \$20,050,000. Volume in 1981 consisted of \$2,800,000 in media, \$2,000,000 in materials and services and \$18,676,000 in capitalized fees. In 1980, volume consisted of \$2,300,000 in media, \$1,000,000 in materials and services and \$16,750,000 in capitalized fees. Accounts gained: G.D. Searle, Mead Johnson, Dow Chemical Latin America, Merrell Dow. Lost: Dow Corning Ophthalmics. Billings breakdown: Journals 20%, direct mail 20%, other 60%. Employees: 50 in one office. Top execs: Robert Dempsey, president; Glenn DeSimone, senior vp. Phone: (212) 765-6162.

**Healy-Schutte & Comstock Advertising**, Buffalo, had gross income of \$1,492,446 on billings of \$11,562,136. In 1980, it reported gross income of \$1,315,749 on billings of \$9,072,608. Volume in 1981 consisted of \$3,436,079 in media, \$1,426,889 in materials and services and \$6,699,168 in capitalized fees. In 1980, volume consisted of \$4,325,794 in media, \$1,594,992 in materials and services and \$3,151,822 in capitalized fees. Accounts gained: Merchants Insurance Group, Koch's Vaux and Rich-Turner Foods. Lost: R.T. French foodservice division. Billings breakdown: Newspapers 14%, magazines 19%, radio 8%, spot tv 23%, outdoor 1%, other 35%. Top exec: Alden F. Schutte, president. Employees: 36. Phone: (716) 884-2120.

**Homer & Durham**, New York, had gross income of \$1,933,720 in 1981 on billings of \$14,894,410. In 1980, it reported gross income of \$1,687,140 on billings of \$12,051,845. Volume in 1981 consisted of \$6,871,723 in media, \$2,131,852 in materials and services

and \$5,890,835 in capitalized fees. In 1980, volume consisted of \$4,614,021 in media, \$1,842,139 in materials and services and \$5,595,685 in capitalized fees. Accounts gained: Manhattan Life Corp., Citibank Investment Management Group, Parliament Import Co (Chantefleur wines), Span-Chile S.A., Christoffe Silver, Habanita Parfum, Sisley Paris (skincare products), American Mushroom Institute. Lost: Norwegian American Cruises, New York Hilton. Billings breakdown: Newspapers 15%, magazines 41%, supplements 3%, radio 3%, spot tv 20%, point of sale 15%, direct mail 3%. Employees: 32. Top execs: Tamara Homer, president; Guy Durham, exec-vp. Phone: (212) 370-9700.

**Hood, Hope & Associates**, Tulsa, reported gross income of \$3,076,014 in 1981 on billings of \$20,844,437. In 1980, it reported gross income of \$2,714,193 on billings of \$20,762,853. Volume in 1981 consisted of \$5,198,203 in media, \$6,987,454 in materials and services and \$8,658,780 in capitalized fees. In 1980, volume consisted of \$8,108,380 in media, \$9,518,533 in materials and services and \$3,135,940 in capitalized fees. Accounts gained: Sooner Federal S&L, Beverage Products Corp., Hines Industrial, Williams Energy, Warren Place. Lost: Geosource, Gott Corp., Reda Pump. Billings breakdown: Newspapers 6%, magazines 35%, radio 4%, network tv 2%, spot tv 6%, cable tv 1%, outdoor 2%, business papers 15%, farm publications 1%, transit 2%, point of sale 3%, direct mail 3%, other 20%. Employees: 75 in one office. Top execs: Charles H. Hood, chairman; John S. Hope, president; James R. Roberts, senior vp-account services; B.E. Pick Sr., vp-marketing services; James B. Bowers, senior vp-creative services. Phone: (918) 749-4454.

**Huntsinger, Jeffer, Van Groesbeck**, Richmond, Va., which changed its name from Huntsinger & Jeffer, had estimated gross income of \$1,096,974 in 1981 on billings of \$7,313,158. The agency had estimated gross income of \$829,188 on billings of \$5,527,922 in 1980. Volume in 1981 consisted of \$1,196,882 in media, \$734,413 in materials and services and \$5,381,863 in capitalized fees. Accounts gained: Natl Republican Senatorial Committee, Memorial Sloan Kettering. Lost: World Relief, Successful Life Ministries. Billings breakdown: Newspapers 5%, magazines 34%, radio 1%, network tv 2%, spot tv 3%, direct mail 55%. Employees: 16 in one office. Top execs: Jerald Huntsinger, chairman; Donald Jeffer, president; Kevin Van Groesbeck, exec vp. Phone: (804) 266-2499.

**Image Dynamics Inc.**, Baltimore, had gross income of \$1,122,258 and net income of \$49,748 in 1981 on billings of \$4,302,178. In 1980, it reported gross income of \$694,160 and a net loss of \$1,323 on billings of \$2,661,062. Volume in 1981 consisted of \$561,129 in media and \$3,741,049 in capitalized fees. In 1980, volume consisted of \$347,080 in media and \$2,313,982 in capital-

ized fees. Accounts gained: McCormick Properties, Intl. Motor Inns, Jonas Brodie Co., Carroll County Economic Development Commission, Air Business Center of Carroll County, Jacyn Development Group, Rusty Scupper, KRAVCO Inc., Nottingham Properties, Collective Impressions, Copy Service Inc., City Venture Corp., Hyatt Regency Baltimore, Davidson Conference Center of the USC, Etta Gowns, Holiday Inn Chevy Chase, Rich's Place. Lost: Merit Oil, The Travel Committee. Billings breakdown: Newspapers 25%, magazines 17%, radio 27%, spot tv 20%, outdoor 4%, business papers 3%, transit 1%, direct mail 1%, other 2%. Employees: 14 in one office. Top exec: Phyllis Brotman, president. Phone: (301) 539-7730.

**Intervision Communications**, West Hollywood, Cal., formerly American World Advertising, Teaneck, N.J., had gross income of \$1,587,708 and net income of \$301,541 in 1981 on billings of \$10,589,189. In 1980, it reported gross income of \$1,302,250 and net income of \$268,450 on billings of \$8,685,367. Volume in 1981 consisted of \$960,650 in media, \$685,270 in materials and services and \$8,943,269 in capitalized fees. In 1980, volume consisted of \$764,500 in media, \$516,400 in materials and services and \$7,404,467 in capitalized fees. Accounts gained: A.R.E. Inc., ABC Theatrical Films, ABC Circle Films, Pacific Electric Pictures Corp., Cineflex Films, Steve Binder Productions, Bob Banner Productions, Columbia Pictures Corp., CBS Theatrical Films, N.J. Motion Pictures & TV Commission, Chartoff-Winkler Productions, Dino De-Laurentis Productions, Filmways Pictures Co., Sonny Fox Productions, Gaylord Productions, Merv Griffin Productions, Irwin Allen Productions, Waves Video Corp., KLOS-KABC Radio, MCA-Video Cassettes, NBC (special projects), New World Pictures, Paramount Pictures (special projects), Producer's Sales Organization, Polygram Pictures & Records, Paramount Pictures (special projects) and Louis Mayer Foundation. Lost: 20th Century-Fox (special projects), Warner Bros. Records, Edward J. Schuck Realty, United Artists, Interstab Chemicals, Scotti Properties and Filmworks. Billings breakdown: Newspapers 10%, magazines 15%, supplements 1%, radio 5%, network tv 40%, spot tv 5%, cable tv 5%, outdoor 1%, business papers 15%, transit 1%, direct mail 2%. Employees: 47 in two offices. Top execs: Iain Anderson, president; Chip Miller, vp-creative; Renee Dean, vp-administrative; Ralph Zucker, vp-sales. Phone: (706) 876-8683.

**John Paul Itta Inc.**, New York, had gross income of \$2,065,000 in 1981 on billings of \$13,093,000. In 1980, it reported gross income of

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## Gross income of \$1,000,000 to \$5,000,000

**\$1,742,000** on billings of \$11,070,000. Volume in 1981 consisted of \$9,333,000 in media, \$1,710,000 in materials and services and \$2,050,000 in capitalized fees. In 1980, volume consisted of \$8,115,000 in media, \$1,550,000 in materials and services and \$1,405,000 in capitalized fees. Accounts gained: Coty, New England Soy Dairy. Billings breakdown: Newspapers 12%, magazines 8%, radio 7%, network tv 30%, spot tv 32%, cable tv 1%, outdoor 1%, business papers 2%, transit 1%, point of sale 3%, direct mail 3%. Employees: 18. Top exec: John Paul Itta, president. Phone: (212) 541-4460.

**The Jaqua Co.**, Grand Rapids, Mich., reported gross income of \$1,400,000 in 1981 on billings of \$10,000,000. In 1980, it reported gross income of \$1,100,000 on billings of \$7,500,000. No volume breakout was provided. Accounts gained: Oliver Machinery Corp., Passavant Corp., Universal Electric Co., Southwestern Porcelain, Gulf & Western Mfg. Co., Great Lakes Chemical Co. Lost: Dexter Locks, Ausco Jacks, Kysor Industrial Corp. Billings breakdown: Business trade press 80%, farm publications 5%, point of sale 5%, direct mail 10%. Employees: 30 in one office. Top execs: Jack Brouwer, chairman; David W. Friend, president. Phone: (616) 241-6701.

**The Jayme Organization**, Beachwood, O., reported gross income of \$1,889,000 in 1981 on billings of \$14,381,000. In 1980, it reported gross income of \$1,802,000 on billings of \$13,633,000. Volume in 1981 consisted of \$1,369,000 in media, \$1,319,000 in materials and services and \$11,693,000 in capitalized fees. In 1980, volume consisted of \$1,373,000 in media, \$1,228,000 in materials and services and \$13,633,000 in capitalized fees. Accounts gained: AGA Burdick, Stock Equipment, Mor-Flo, Mills Alloy Steel, Republic Steel/storage rack division, Mueller Electric. Lost: Cole Consumer Products, Avery Intl.'s Fassion division. Billings breakdown: Newspapers 2%, business papers 79%, farm publications 2%, point of sale 2%, direct mail 15%. Employees: 45 in one office. Top execs: Edward D. Young, chairman; George N. Havens, president; Michael E. Cargile, exec vp. Lawrence R. Kavanaugh, senior vp. Phone: (216) 931-0110.

**Jim Johnston Advertising**, New York, had gross income of \$2,626,732 in 1981 on billings of \$17,513,500. In 1980, it reported gross income of \$2,570,544 on billings of \$17,138,840. Volume in 1981 consisted of \$12,672,143 in media, \$927,928 in materials and services and \$3,913,429 in capitalized fees. In 1980, volume consisted of \$12,477,312 in media, \$894,826 in materials and services and \$3,766,702 in capitalized fees. Accounts gained: Equitable Life Assurance Society of the U.S. (pension operations), Frenkel & Co., Fred F. French Co., Quality Mills and Record Bar. Lost: Viking-Penguin. Billings breakdown: Newspapers 23%, magazines 43%, radio 5%, spot tv 3%, business papers 15%, direct mail 1%, other 10%. Employees: 58 in five offices. Top execs: James J. Johnston, Patricia C. Johnston, J. Reid Murchison III, all directors. Phone: (212) 490-2121.

**Jordan/Tamraz/Caruso Advertising**, Chicago, reported gross income of \$2,190,000 in 1981 on billings of \$14,600,000. In 1980, it reported gross income of \$1,980,000 on billings of \$13,200,000. Volume in 1981 consisted of \$10,814,000 in media, \$2,419,000 in materials and services and \$1,367,000 in capitalized fees. In 1980, volume consisted

of \$9,369,000 in media, \$2,120,000 in materials and services and \$1,711,000 in capitalized fees. Accounts gained: Business Computer Systems, Indeck Power Equipment, In Town Houses, Shutan Camera, Wilson Pet Supply, York division of Borg-Warner (Midwest). Lost: Sony (Midwest). Billings breakdown: Newspapers 25%, magazines 15%, radio 20%, spot tv 20%, outdoor 5%, business papers 5%, other (collateral) 10%. Employees: 45 in one office. Top execs: Joseph A. Caruso, president; Charles A. Jordan, Dan Gustafson, vps; Raymond J. Heiderscheidt, office manager. Phone: (312) 951-2000.

**Juhl Advertising Agency**, Elkhart, Ind., had estimated gross income of \$2,290,000 in 1981 on billings of \$15,325,000. In 1980, it had estimated gross income of \$1,946,250 on billings of \$12,975,000. Volume in 1981 consisted of \$2,900,000 in media, \$2,425,000 in materials and services and \$10,000,000 in capitalized fees. In 1980, volume consisted of \$2,450,000 in media, \$2,525,000 in materials and services and \$8,000,000 in capitalized fees. Accounts gained: American Blade, American Oak Preserving Co., Area Companies Inc., Coachmen Recreational Vehicles, Indiana Cablevision Corp., Miles Laboratories, Citro-Tech division, Red Ball Products. Lost: Wells Mfg. Billings breakdown: Newspapers 6%, magazines 50%, radio 10%, spot tv 10%, outdoor 1%, point of sale 3%, direct sale 20%. Employees: 65 in two offices. Top exec: Howard Blackwood, president. Phone: (219) 293-5621.

**Kaiser Kuhn Bennett & Sharp**, Atlanta, had gross income of \$1,317,990 on billings of \$8,787,900 in 1981, its first year in business. Volume consisted of \$4,347,400 in media, \$1,839,200 in materials and services and \$2,601,300 in capitalized fees. Included are billings of subsidiaries KKB&S, Tampa Bay, Fla., and KKB&S, Los Angeles. Accounts gained: Christian Children's Fund, Six Flags Inc., Sunnysland Refining Inc., M&M Products Co., STV of Atlanta, Quality Bakers of America, Don Cesar beach resort, Rutland Bank, WCKX, Tampa; Tampa Maid Seafoods, Holiday Rent-A-Car. Billings breakdown: Newspapers 8%, magazines 27%, supplements 4%, radio 21%, spot tv 17%, outdoor 3%, transit 3%, point of sale 5%, direct mail 12%. Employees: 28 in three offices. Top execs: William Sharp, chairman; Todd W. Kaiser, vice chairman; Brent Kuhn, president. Phone: (404) 233-5900.

**The Kamber Group**, Washington, had gross income of \$1,405,265 and net income of \$160,850 in 1981 on billings of \$4,088,298. In 1980, it reported gross income of \$351,255 and net income of \$79,903 on billings of \$1,293,611. Volume in 1981 consisted of \$250,010 in media, \$470,899 in materials and services and \$3,367,389 in capitalized fees. In 1980, volume consisted of \$47,220 in media, \$57,724 in materials and services and \$1,188,667 in capitalized fees. Accounts gained: United Food & Commercial Workers Union, Iron Workers Intl. Union, Industrial Union Department AFL-CIO, Strike Inc., Jobs For Youth, National Committee for an Effective Congress, National Policy Exchange, Plasterers & Cement Masons Intl. Union, American Federation of Government Employees, Building & Construction Trades Department AFL-CIO. Billings breakdown: Newspapers 35%, magazines 15%, supplements 5%, radio 25%, spot tv 10%, direct mail 10%. Employees: 30 in three of-

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fices. Top execs: Victor Kamber, Ray Marshall, Allen Zack, John Leslie, Frank Greer, Kathy Kinsella, Dennis Walston, senior associates. Phone: (202) 223-8700.

**Kamstra Communications**, St. Paul, Minn., had estimated gross income of \$1,410,000 in 1981 on billings of \$9,400,000. In 1980, it had estimated gross income of \$900,000 on billings of \$6,000,000. Volume in 1981 consisted of \$1,200,000 in media, \$1,600,000 in materials and services and \$6,600,000 in capitalized fees. In 1980, volume consisted of \$750,000 in media, \$250,000 in materials and services and \$5,000,000 in capitalized fees. Accounts gained: 3M's agricultural products (turf-related), ceramic fiber, electro-products division, electronic products division (microwave) and industrial optics, Smith Equipment division of Tescora Corp., Syncom division of Schwan's Sales Enterprises. Lost: None. Billings breakdown: Business papers 15%, point of sale 5%, direct mail 10%, other (collateral) 40%, audiovisual/sales training 30%. Employees: 27 in one office. Top execs: K.M. Kamstra, president, V.T. Verrecchio, exec vp-creative director. Phone: (612) 228-1449.

**Kaufman, Lansky, Baker**, San Diego, had estimated gross income of \$2,000,000 in 1981 on billings of \$13,600,000. In 1980, it had estimated gross income of \$1,000,000 on billings of \$6,700,000. Accounts gained: Aerojet-General, Central Federal Savings, Hutton Life, KJQY Radio, Leisure Systems Inc., Lehr's Greenhouse Restaurant, Playboy Clubs (Dallas, San Diego), San Diego Padres, Shapell. Lost: (All resigned) The Bank of San Diego, Chino Valley Bank, Townsend Lincoln-Mercury. Billings breakdown: Newspapers 20%, magazines 20%, radio 10%, spot tv 14%, cable tv 1%, outdoor 5%, business papers 10%, point of sale 10%, direct mail 5%, other 5%. Employees: 40 in one office. Top execs: Jordan Lansky, president; Jerry Baker, exec vp. Phone: (714) 235-6361.

**Kelly Advertising**, Lancaster, Pa., had gross income of \$1,540,000 in 1981 on billings of \$9,787,288. In 1980, it reported gross income of \$1,097,661 on billings of \$10,287,888. Volume in 1981 consisted of \$1,692,800 in media, \$1,934,357 in materials and services and \$6,160,131 in capitalized fees. In 1980, volume consisted of \$1,596,531 in media, \$1,381,684 in materials and services and

\$7,309,673 in capitalized fees. Accounts gained: Syntax Dental Products, Lemans Group, Groff Inc., Identicaid, Penn Communications, Sun Ohio, Historic Landmarks. Lost: United States Cold Storage, Multilectic, Rosenberg Inc. and Wilmington Savings Fund Society. Billings breakdown: Newspapers 15%, magazines 20%, radio 10%, spot tv 15%, outdoor 5%, business papers 15%, direct mail 2%, other 18%. Employees: 18. Top exec: Robert Kelly, president. Phone: (717) 393-9776.

**Kenrick Advertising**, St. Louis, reported gross income of \$2,100,000 in 1981 on billings of \$14,800,000. In 1980, it reported gross income of \$1,100,000 on billings of \$8,775,000. Volume in 1981 consisted of \$4,171,000 in media, \$1,845,000 in materials and services and \$8,784,000 in capitalized fees. In 1980, volume consisted of \$2,713,000 in media, \$933,000 in materials and services and \$5,129,000 in capitalized fees. Accounts gained: Jefferson Natl. Expansion Historical Assn. (Gateway Arch), Bremners Jumbo Pies (Ralston Purina), Velsicol Chemical P.C.O. products, Kelly-Springfield natl. advertising (Kenrick already had Kelly retail advertising). Lost: None. Billings breakdown: Newspapers 6%, magazines 15%, supplements 2%, radio 20%, spot tv 15%, outdoor 1%, business papers 1%, farm publications 36%, point of sale 4%. Employees: 70 in two offices. Top execs: C. Ric Sides, president; Kenneth H. Hieronymus, Eugene D. Duncan, exec vps; Charles A. Stillwell, secretary-treasurer; P. Stephen Bunyard, Jefferson L. Miller, Elmer Dapron, senior vps. Phone: (314) 726-6020.

**Kerker & Associates**, Minneapolis, reported gross income of \$2,649,500 in 1981 on billings of \$17,829,800. In 1980, it reported gross income of \$2,140,800 on billings of \$14,469,100. Volume in 1981 consisted of \$7,457,800 in media, \$2,243,300 in materials and services and \$8,128,700 in capitalized fees. In 1980, volume consisted of \$6,269,700 in media, \$1,702,800 in materials and services and \$6,496,600 in capitalized fees. Accounts gained: McQuay Perfex, McQuay Group/HVAC Crystal Tips, Boisclair Corp., Mitsubishi Intl. Corp., EDM Group. Lost: Owatonna Tool Co., Henkel Corp.'s Ross Chemical Co., Standex Energy Systems. Billings breakdown was not available. Employees: 47 in one office. Top execs: Richard W. Kerker, chairman; Robert E. Mar-

low, president; Allen R. Sandvik, exec vp-client services director; Kenneth Oelschlager, exec vp. Phone: (612) 835-7922.

**Keyes Martin & Co.**, Springfield, N.J., had gross income of \$4,930,000, an estimated \$34,500 of which was from overseas accounts, in 1981 on billings of \$29,311,000, of which \$230,000 was in non-U.S. billings. In 1980, it reported gross income of \$4,824,000, an estimated \$31,500 of which was overseas, on billings of \$28,750,000, of which \$210,000 was in non-U.S. billings. Volume in 1981 consisted of \$17,275,000 in media, \$1,488,000 in materials and services and \$10,318,000 in capitalized fees. In 1980, volume consisted of \$20,154,200 in media, \$2,078,515 in materials and services and \$6,307,285 in capitalized fees. Accounts gained: Maptours; The Parsippany Hilton; Somerset Tire Service; Pioneer Insurance Marketing Corp.; UTV Cable Network; Trukway Corp.; Plastic Reel Corp. of America; Primex Plastics Corp.; 21st Century Video Corp.; Enerplex (Prudential); Bernat Yarn & Craft Corp.; and People Express Airlines (pr). Lost: Midland Metals Corp.; Kidde Inc.; and Engelhard Minerals & Chemicals Corp. Billings breakdown: Newspapers 30%, magazines 35%, radio 10%, spot tv 15%, direct mail 10%. Employees: 96 in two offices. Phone: (201) 276-7300.

**Klemtner Advertising**, New York, a subsidiary of Compton Advertising, specializing in health-care advertising, had gross income of \$4,170,000 in 1981 on billings of \$31,500,000. In 1980, it reported gross income of \$3,700,000 on billings of \$28,200,000. Volume in 1981 consisted of \$9,500,000 in media, \$2,650,000 in materials and services and \$19,350,000 in capitalized fees. In 1980, volume consisted of \$8,600,000 in media, \$2,100,000 in materials and services and \$17,500,000 in capitalized fees. Totals include billings of a subsidiary, Comtact Corp. Accounts gained: Pfizer Europe and Pfizer Intl. special assignments and USV Laboratories' new products. Billings breakdown: Journals 50%, direct mail 10%, other 40%. Employees: 80 in one office. Top execs: A.P. Molinaro, president; M.E. Cline, exec vp-director of operations; J.A. Broomhead, senior vp-chief financial officer; F.I. Mann, senior vp-creative director; C.P. Davis, senior vp-creative director, graphics; G.A. Scotti, senior vp-account management; R.J. Conlan,



senior vp-marketing and media planning. Phone: (212) 350-0400.

For more information, see parent agency, Compton Advertising.

**Knott & Meads**, San Diego, reported gross income of \$1,931,000 in 1981 on billings of \$13,796,000. In 1980, it reported gross income of \$1,655,000 on billings of \$11,036,000. Volume in 1981 consisted of \$5,835,000 in media, \$1,945,000 in materials and services and \$6,016,000 in capitalized fees. In 1980, volume consisted of \$5,297,000 in media, \$1,214,000 in materials and services and \$4,525,000 in capitalized fees. Accounts gained: Computer Automation, Broadway stores, Automobile Club of Southern California, Nat'l. Medical Enterprises, Kelco, Profit Center Foods, White Memorial Medical Center, SDG&E, Solar Turbines, Ironwood Country Club. Lost: Imperial Airlines, Parsons, Baker Oil, Willis Tool. Billings breakdown: Newspapers 83%, radio 8%, spot tv 6%, outdoor 3%. Employees: 42 in two offices. Top execs: Richard Knott, chairman; Richard Meads, president-coo; Charles Buck, exec vp, Norman Foster, senior vp-general manager. Phone: (714) 297-4006.

**Kobs & Brady Advertising**, Chicago, reported gross income of \$3,188,414 in 1981 on billings of \$21,925,300. In 1980, it reported gross income of \$2,801,673 on billings of \$18,687,159. Volume in 1981 consisted of \$1,784,900 in media, \$2,889,300 in materials and services and \$17,251,100 in capitalized fees. In 1980, volume consisted of \$1,575,033 in media, \$1,237,526 in materials and services and \$15,874,600 in capitalized fees. Accounts gained: Helene Curtis, Honeywell, Littleton Stamp & Coin, New England Business Service, Premex, TRW-Fujitsu. Lost: Computer Sciences Corp. All Kobs & Brady accounts are full-service direct marketing accounts. Billings breakdown: Newspapers 9%, magazines 23%, radio 7%, spot tv 12%, business papers 7%, direct mail 40%, other 2%. Employees: 54 in one office. Top execs: Jim Kobs, president; Tom Brady, Bill Gregory, senior vps. Phone: (312) 944-3500.

**Kraft Smith Inc.**, Seattle, reported gross income of \$2,684,833 in 1981 on billings of \$21,766,506. In 1980, it reported gross income of \$2,536,882 on billings of \$21,306,601. Volume in 1981 consisted of \$13,963,651 in media, \$2,515,753 in materials and services and \$5,287,102 in capitalized fees. In 1980, volume consisted of \$4,012,671 in media, \$2,750,726 in materials and services and \$4,543,204 in capitalized fees. Accounts gained: Olympic Stain/Canada, Thousand Trails Inc., Washington State Ferries, Metro Transit, Woburn Park, Cadillac-Fairview, Allison-Williams Advisers, Cornerstone Development, Washington State Department of Ecology. Lost: McDonald's Western Washington Operators, Simpson Timber Co. Billings breakdown: Newspapers and supplements 18.32%, magazines and farm publications 12.79%, broadcast 63.28%, outdoor and transit 0.74%, business papers 4.69%, other 0.18%. Employees: 59 in one office. Top execs: Donald B. Kraft, president; Hugh A. Smith, chairman, Warren E. Kraft Jr., secretary-treasurer. Phone: (206) 285-2222.

**Kresser & Robbins**, Los Angeles, had estimated gross income of \$1,800,000 in 1981 on billings of \$12,300,000. In 1980, it had estimated gross income of \$1,230,000 on billings of \$8,200,000. Volume in 1981 consisted of \$8,500,000 in media, \$2,500,000 in materials and services and \$1,300,000 in capitalized fees. In 1980, volume consisted of \$6,200,000 in media, \$1,300,000 in materials and services and \$700,000

in capitalized fees. Accounts gained: California/Arizona State Ad Council (Credit Union Financial Services), Giumarra Vineyards, Jack LaLanne European Health Spas, Southern California Datsun Dealers Assn. Lost: None. Billings breakdown: Newspaper/outdoor 10%, magazines 25%, radio 5%, spot tv 60%. Employees: 40 in one office. Top execs: Robert Kresser, president; Bud Robbins, Robert Vander Kamp, Louis Jacobs, vps. Phone: (213) 553-8254.

**Lang, Fisher & Stashower Advertising**, Cleveland, had estimated gross income of \$3,000,000 in 1981 on billings of \$20,175,000. In 1980, it had estimated gross income of \$2,800,000 on billings of \$18,681,000. Volume in 1981 consisted of \$11,745,000 in media and \$8,430,000 in capitalized fees. In 1980, volume consisted of \$10,876,000 in media and \$7,805,000 in capitalized fees. Accounts gained: Brown Derby restaurants, Rink's Discount department stores, Cole Consumer Products, Bede Industries, Steakhouse Outlet, Cleveland Area Board of Realtors and HGM Realty. Lost: Exide Battery. Billings breakdown: Newspapers 18%, magazines 7%, supplements 1%, radio 18%, network tv 2%, spot tv 41%, outdoor 2%, business papers 5%, point of sale 1%, direct mail 2%, other 3%. Employees: 49. Phone: (216) 771-0300.

**Launey, Hachmann & Harris**, New York, had gross income of \$1,287,000 in 1981 on billings of \$8,580,000. In 1980, it reported gross income of \$1,244,000 on billings of \$8,294,000. Volume in 1981 consisted of \$4,785,000 in media, \$795,000 in materials and services and \$2,999,970 in capitalized fees. In 1980, volume consisted of \$4,387,650 in media, \$803,200 in materials and services and \$3,103,000 in capitalized fees. Accounts gained: Aileen Inc., Mind Guidance Inc., Royal Britannia Collection, Imperial Reading Corp., A.H. Schreiber Co., Gerards Ltd. Lost: Paula Payne. Billings breakdown: Newspapers 5%, magazines 35%, supplements 15%, radio 5%, spot tv 20%, outdoor 1%, business papers 10%, point of sale 1%, direct mail 5%, other 3%. Employees: 14. Top execs: Robert E. Launey, president; Henry Hachmann, vp-creative director; Joseph Harris, vp-media director. Phone: (212) 355-4100.

**Lavey/Wolff/Swift**, New York, a subsidiary of BBDO specializing in healthcare advertising, had gross income of \$4,600,000 in 1981 on billings of \$31,000,000. In 1980, it reported gross income of \$3,800,000 on billings of \$25,000,000. It did not break out its volume for either year. Results include billings of its Health Education Technologies, PR in Science & Medicine (PRISM), and London subsidiaries. Accounts gained: Scripps-Miles and new products assignments from Jelenko, Lever, Corning, Philips, Stuart, Organon Hospital Products, Abbott Intl., all in the U.S., and Bayer, Servier, Abbott overseas. Billings breakdown: Journals 50%, point of sale 5%, direct mail 5%, other (collateral) 40%. Employees: 75 in four offices, including 65 in its three U.S. offices. Top execs: John F. Swift, president; Kenneth H. Lavey, exec vp-creative director; Charles A. Rockefeller, Ronald J. Furedi, Joseph M. Noel, Peter Belliveau, Robert Levine and Miriam Goldstein, all senior vps. Phone: (212) 593-3630.

For more information, see profile of parent agency, BBDO Intl.

**S.R. Leon Co.**, Great Neck, N.Y., had gross income of \$2,200,000 in 1981 on billings of \$15,000,000. In 1980, it had estimated gross income of \$2,600,000 on billings of \$17,600,000. The

agency did not break out volume. Accounts gained: Somerset Importers, Kensington Laboratories, Del Laboratories, Rocky Mountain Car Rental, Dairy Barn Stores, Associated Computers Inc., Med. Tech Laboratories. Lost: West Cabot Cosmetics. Billings breakdown: Newspapers 5%, magazines 10%, supplements 5%, radio 5%, network tv 10%, spot tv 30%, cable tv 5%, outdoor 5%, business papers 5%, point of sale 5%, direct mail 15%. Employees: 25. Top exec: Thomas Leon, president. Phone: (516) 487-0500.

**Leslie Advertising**, Greenville, S.C., had gross income of \$1,826,622 in 1981 on billings of \$12,178,707. In 1980, it reported gross income of \$1,776,483 on billings of \$12,117,239. Volume in 1981 consisted of \$6,564,125 in media, \$1,762,452 in materials and services and \$3,852,130 in capitalized fees. In 1980, volume consisted of \$7,428,912 in media, \$1,750,040 in materials and services and \$2,938,287 in capitalized fees. Accounts gained: Daniel Construction Co., S.C. Alcohol & Drug Abuse Commission, DeWitt Intl. Corp.'s Clinomint Smoker's toothpaste, United Metal Services, C.F. Cates & Sons' Cates pickles, Her Majesty's children's apparel, Spartan Express Inc.'s Motor Carrier. Account lost: Carolina Federal S&L. Billings breakdown: Newspapers 12%, magazines 25%, radio 10%, spot tv 50%, outdoor 3%. Employees: 45. Top execs: William A. Leslie, chairman; E. Dean Anderson, president. Phone: (803) 271-8340.

**Jack Levy & Associates**, Chicago, reported gross income of \$1,629,790 in 1981 on billings of \$10,865,273. In 1980, it reported gross income of \$1,122,000 on billings of \$8,240,000. Volume in 1981 consisted of \$4,929,130 in media, \$898,165 in materials and services and \$5,037,978 in capitalized fees. In 1980, volume consisted of \$3,351,000 in media, \$757,000 in materials and services and \$4,132,000 in capitalized fees. Accounts gained: Shure Bros., Amity Leather Products, Italian U-Boat Inc. Lost: Ludwig Industries, Dupli-Color Products. Billings breakdown: Newspapers 22%, magazines 33%, radio 11%, spot tv 18%, outdoor 1%, business papers 15%. Employees: 26 in one office. Top execs: Jack Levy, president; Richard Stack, vp-management super; Dan Sullivan, Alan Lieberman, vp-account super; Alan Dordick, vp-research director; Mark Goldstein, vp-media director; Norm Porter, vp-creative director. Phone: (312) 332-7540.

**J.H. Lewis Advertising**, Mobile, Ala., had gross income of \$1,123,010 and net income of \$70,075 in 1981 on billings of

\$8,108,183. In 1980, it reported gross income of \$801,138 and net income of \$50,000 on billings of \$6,598,680. Volume in 1981 consisted of \$3,635,881 in media, \$528,010 in materials and services and \$3,944,292 in capitalized fees. In 1980, volume consisted of \$2,704,987 in media, \$351,663 in materials and services and \$3,542,030 in capitalized fees. Billings breakdown: Newspapers 22%, magazines 51%, radio 6%, spot tv 15%, outdoor 6%. Employees: 28 in one office. Top exec: John H. Lewis, president. Phone: (205) 438-2507.

**Lieberman-Appalucci**, Allentown, Pa., reported gross income of \$1,370,000 and net income of \$52,000 in 1981 on billings of \$9,468,000. In 1980, it reported gross income of \$1,220,000 and net income of \$35,400 on billings of \$8,859,700. Volume in 1981 consisted of \$4,100,000 in media, \$1,600,000 in materials and services and \$3,768,000 in capitalized fees. In 1980, volume consisted of \$3,900,000 in media, \$1,500,000 in materials and services and \$3,459,700 in capitalized fees. Accounts gained: Muhlenberg College, Allentown Fair. Lost: None. Billings breakdown: Newspapers 5%, magazines 58.6%, radio 4.6%, spot tv 1%, outdoor 2%, direct mail 20.7%, other 8.1%. Employees: 27 in two offices. Top execs: George R. Lieberman, chairman; Joseph L. Appalucci, president. Phone: (215) 791-2011.

**Liller Neal Inc.**, Atlanta, had gross income of \$3,500,496 in 1981 on billings of \$23,348,308. In 1980, it reported gross income of \$3,192,500 on billings of \$22,008,287. Volume in 1981 consisted of \$10,066,311 in media, \$1,089,291 in materials and services and \$12,192,706 in capitalized fees. In 1980, volume consisted of \$16,847,414 in media, \$1,523,188 in materials and services and \$3,637,685 in capitalized fees. Accounts gained: Community Coffee Co., Gardisette, McDonald's Atlanta area, Mayhill Homes, Moxie Industries, Sentry South Insurance and Peat, Marwick, Mitchell & Co. (Atlanta office). Lost: Life of Georgia, Norrell, Rich's department stores. Billings breakdown: Newspapers 9%, magazines 15%, radio 12%, network tv 18%, spot tv 40%, outdoor 1%, business papers 5%. Top execs: H.G. Axelberg, ceo; R.E. Hodges, chairman; Lucian Kapuscinski, president; J.D. Gonia, vice-chairman; Richard Helmsley, Merrill Williams, Charles Bazemore, exec vps; Michael Daniel, senior vp-secretary/treasurer; Everett Nelson, senior vp. Employees: 83. Phone: (404) 881-0221.

**Lois Pitts Gershon**, New York, had gross income of \$3,912,000 in 1981 on billings of \$32,630,000. In

1980, it reported gross income of \$2,451,800 on billings of \$27,500,000. Volume in 1981 consisted of \$23,159,000 in media and \$9,471,000 in capitalized fees. In 1980, volume consisted of \$18,162,000 in media and \$9,338,000 in capitalized fees. Accounts gained: Alexander's department stores (tv only), *Dun's Business Month*, *High Technology*, *Technology Illustrated*, Warner home video division of Warner Communications, CBS Publications, Simac Appliances Corp., Frankart Furniture (tv only). Lost: John Muir & Co., Georgette Klinger (resigned). Billings breakdown: Newspapers 17%, magazines 17%, radio 5%, network tv 32%, spot tv 25%, cable tv 1%, business papers 1%, transit 2%. Employees: 45. George Lois, chairman; Richard Gershon, president; Bill Pitts, exec-vp; Dennis Mazzella, Kurt Weihs, Richard Lynne, senior vps; Dale Pon, president, LPG/Pon subsidiary. Phone: (212) 974-1400.

**Long, Haymes & Carr**, Winston-Salem, N.C., reported gross income of \$3,100,000 in 1981 on billings of \$20,675,000. In 1980, it reported gross income of \$2,150,000 on billings of \$14,250,000. Volume in 1981 consisted of \$13,400,000 in media, \$3,175,000 in materials and services and \$4,100,000 in capitalized fees. In 1980, volume consisted of \$9,200,000 in media, \$1,900,000 in materials and services and \$3,150,000 in capitalized fees. Accounts gained: Hanes Knitwear new products, L'Esge Products Inc. new products, Gravely Tractor Co., Fitting Pretty Pantyhose, Hanes Hosiery. Billings breakdown: Newspapers and supplements 19%, magazines and business papers 26%, radio 4%, spot tv 30%, outdoor 5%, other (sales promotion, research, service fees) 16%. Employees: 72 in one office. Top execs: Curtis E. Long, president-treasurer, Joseph A. Haymes Jr., Austin H. Carr, senior vps. Phone: (919) 765-3630.

**Lord, Sullivan & Yoder**, Marion, O., reported gross income of \$3,878,429 in 1981 on billings of \$27,492,399. In 1980, it reported gross income of \$2,896,046 on billings of \$20,430,971. Volume in 1981 consisted of \$11,952,006 in media, \$3,580,791 in materials and services and \$11,959,603 in capitalized fees. Inbrid Co. subsidiary of Monsanto, Na-Churs Plant Food Co., Ohio Department of Natural Resources, Ohio Medical Indemnity Mutual

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## Gross income of \$1,000,000 to \$5,000,000

Corp., Sheridan Mfg. division of Sheller-Globe, Toledo Scale, a division of Reliance Electric. Lost: Dean & Barry Co., Dollar Savings Marlyn Chemical. Billings breakdown: Newspapers 18%, magazines 16%, radio 16.5%, spot tv 20%, cable tv 0.1%, outdoor 2.5%, business papers 22%, farm publications 4%, direct mail 0.5%, other (Yellow Pages) 0.4%. Employees: 87 in two offices. Top execs: John K. Lord, president; Robert E. Sullivan, exec vp-treasurer. Phone: (614) 387-8500.

**Sam Lusky Associates**, Denver, reported gross income of \$1,046,558 in 1981 on billings of \$7,181,506. In 1980, it reported gross income of \$1,040,067 on billings of \$7,591,955. Volume in 1981 consisted of \$2,996,075 in media, \$1,071,241 in materials and services and \$3,114,190 in capitalized fees. In 1980, volume consisted of \$3,365,559 in media, \$823,135 in materials and services and \$3,403,261 in capitalized fees. Accounts gained: Allright Parking Inc., Applejack Liquors, Bicami Auto Parts, Marriott Hotels, S.S.O.E. Inc. of Colorado, Mountain States Legal Foundation, Ed Phillips & Sons, Weberg Furniture, Colorado Rock Products Assn. Lost: Alpert Homes, Gran Prix, Nu-West Inc., House of Mufflers. Billings breakdown: Newspapers 37%, magazines 13%, radio 33%, network tv 13%, outdoor 2%, other 2%. Employees: 34 in one office. Top exec: Sam Lusky, president. Phone: (303) 623-4141.

**M.E.D. Communications**, Hopelawn, N.J., a healthcare agency, had gross income of \$3,950,000 in 1981 on billings of \$32,646,500. In 1980, it reported gross income of \$3,200,000 on billings of \$26,044,000. Volume in 1981 consisted of \$4,000,000 in media, \$2,300,000 in materials and services and \$26,346,500 in capitalized fees. In 1980, volume consisted of \$3,500,000 in media, \$1,200,000 in materials and services and \$21,344,000 in capitalized fees. Accounts gained: Armour Pharmaceuticals, Bristol Laboratories, Reed & Carnrick, Mead-Johnson (Canada). Billings breakdown: Magazines 15%, supplements 40%, direct mail 5%, other 40%. Employees: 61 in one office. Top exec: Dr. Robert Portman, president. Phone: (201) 636-6600.

**Mace Advertising Agency**, Morton, Ill., reported gross income of \$1,408,093 in 1981 on billings of \$20,883,131. In 1980, it reported gross income of \$1,338,193 on billings of \$15,896,261. Volume in 1981 consisted of \$13,442,608 in media, \$547,211 in materials and services and \$6,893,312 in capitalized fees. In 1980, volume consisted of \$8,249,590 in media, \$571,168 in materials and services and \$7,075,503 in capitalized fees. Accounts gained: Seafare Restaurants, several American Motors Dealers Assns. Billings breakdown: Newspapers and business papers 13.6%, magazines and farm publications 1.2%, radio 12.2%, spot tv 60.1%, outdoor 1%, transit 0.5%, other (Yellow Pages) 11.4%. Employees: 36 in eight offices. Top execs: Robert F. Voss, president; Robert D. Heubach, senior vp-treasurer. Phone: (309) 266-5371.

**Maher, Pastor & Stevens**, Hartford, Conn., reported gross income of \$1,500,000 in 1981 on billings of \$1,150,000. In 1980, it reported gross income of \$1,350,000 on billings of \$9,100,000. No volume breakout was provided. Accounts gained: Absolute Audio, Advest Inc., Seven-Up/Dr Pepper of Connecticut, Green Chevrolet, Heublein Intl. (Inglebrook, Lancers, Fonseca brand portfolios), M.A.

Peterson Inc., Signature (kitchen franchises), TRC Inc., United Cable Television. Lost: Willard Square Assn. condominiums. Billings breakdown: Newspapers 20%, magazines 5%, radio 20%, network tv 5%, spot tv 30%, direct mail 15%, other 5%. Employees: 25 in one office. Top execs: Ray Maher, president; John Pastor, senior vp-media; Charles Stevens, vp-assistant creative; Al Curt, senior vp-administration; Jeff Maker, senior vp-pr; Mike Watt, vp-consumer broadcast. Phone: (203) 549-4630.

**John Malmo Advertising**, Memphis, had estimated gross income of \$1,875,000 in 1981 on billings of \$12,500,000. In 1980, it had estimated gross income of \$1,500,000 on billings of \$10,000,000. No volume breakout was provided. Accounts gained: Allen & O'Hara, Baskin-Robbins (regional), Mercantile Bank of Jonesboro, Ark., Skyways Inc., Shelby-Skipwith. Lost: Motor Guide fishing motors. Billings breakdown: Newspapers 15%, magazines 20%, radio 10%, spot tv 40%, outdoor 1%, business papers 5%, farm publications 5%, transit 1%, point of sale 1%, direct mail 2%. Employees: 39 in one office. Top exec: John R. Malmo, president. Phone: (901) 523-2000.

**Mandabach & Simms**, Chicago, had estimated gross income of \$4,600,000 in 1981 on billings of \$30,888,000. In 1980, it had estimated gross income of \$3,600,000 on billings of \$24,580,000. Billings include those of the agency's Emeryville, Cal., subsidiary, Mandabach & Simms/Pacific. No volume breakout was provided. Accounts gained: Procter & Gamble industrial cleaning products, Roberts and Porter, Glenmore Corp., On-Line Software Intl., Red Bull Ins., Standard Meats, Carl Buddig Co., Computerland Associates, Diarmen Inc., Saga Corp., First Federal Savings of Kalamazoo, Italian Trade Commission, Litton Industries (commercial microwave division), Avoset Corp. (division of Anderson Clayton). Lost: Olympic S&L, A.E. Staley, Seneca Delco Corp. No billings breakdown was provided. Employees: 104 in three offices. Top execs: Irwin Simms, president; Paul Mandabach, chairman; Sheldon Kahn, exec vp; Lee Lippman, senior vp. Phone: (312) 236-5333.

**Marc Associates**, Mansfield, O., reported gross income of \$1,024,546 in 1981 on billings of \$6,864,458. In 1980, it reported gross income of \$1,033,187 on billings of \$6,922,352. Volume in 1981 consisted of \$3,674,809 in media and \$3,189,649 in materials and services. In 1980, volume consisted of \$3,223,282 in media and \$3,699,070 in materials and services. Accounts gained: Artesian Industries, Central Ohio Telephone Co. Lost: None. Billings breakdown: Newspapers 7%, magazines 42%, supplements 1%, radio 7%, spot tv 10%, outdoor 6%, business papers 10%, point of sale 9%, direct mail 8%. Employees: 12 in two offices. Top exec: Peter J. Dignan, president. Phone: (419) 522-7281.

**Marc & Co.**, Pittsburgh, had gross income of \$3,200,000 in 1981 on billings of \$21,330,000. In 1980, it reported gross income of \$2,850,000 on billings of \$19,310,000. Volume in 1981 consisted of \$17,500,000 in media, \$2,600,000 in materials and services and \$1,230,000 in capitalized fees. In 1980, volume consisted of \$15,650,000 in media, \$2,330,000 in materials and services and \$1,330,000 in capitalized fees. Accounts gained: Forest City Enterprises, Great American S&L, Dodge Dealers Assn. of Philadelphia Metro & Zone, and Sears Philadelphia. Billings breakdown:

Newspapers 8%, radio 15%, spot tv 59%, other 18%. Employees: 78. Top exec: Louis Cardamone, president. Phone: (412) 562-2000.

**Marcoa Direct Advertising**, Chicago, had estimated gross income of \$1,900,000 in 1981 on billings of \$13,300,000. In 1980, it had estimated gross income of \$1,800,000 on billings of \$12,200,000. No volume breakout was provided. Accounts gained: Aparacor's Career Guild, North American Van Lines, Investors Diversified Services (IDS), Signature Financial Marketing (Wards), Cass Bank and Xerox Corp. Lost: Airline Passengers Assn. Billings breakdown: Newspapers 13%, magazines 30%, supplements 2%, radio 2%, spot tv 2%, business papers 3%, point of sale 4%, direct mail 34%, other (collateral) 10%. Employees: 41 in one office. Top exec: David Hefter, president. Phone: (312) 454-0660.

**Marcus Advertising Agency**, Cleveland, reported gross income of \$1,291,278 in 1981 on billings of \$16,016,900. In 1980, it reported gross income of \$1,904,113 on billings of \$12,696,134. Volume in 1981 consisted of \$8,744,935 in media, \$526,720 in materials and services and \$6,745,245 in capitalized fees. In 1980, volume consisted of \$7,826,694 in media, \$770,065 in materials and services and \$4,099,375 in capitalized fees. Accounts gained: Drug Fair, Halle's. Lost: May Co. Billings breakdown: Newspapers 11%, magazines 10%, radio 16%, network tv 44%, outdoor 2%, other 17%. Employees: 35 in one office. Top exec: Donald Marcus, president. Phone: (216) 461-8000.

**Margeotes, Fertitta & Weiss**, New York, had gross income of \$2,796,800 and net income of \$27,138 in 1981 on billings of \$14,720,000. Its 1981 non-U.S. gross income total of \$176,640 was derived from overseas volume of \$1,177,600, all in media. In 1980, it reported gross income of \$1,594,963 and net income of \$21,179 on billings of \$10,178,451. There was no non-U.S. billing or income in 1980. Volume in 1981 consisted of \$8,448,705 in media, \$2,502,400 in materials and services and \$2,591,295 in capitalized fees. In 1980, volume consisted of \$7,774,821 in media, \$1,767,179 in materials and services and \$636,451 in capitalized fees. Accounts gained: Viletta China Co., Buccellati Inc., Hearst's magazine division (Town & Country, Country Living), Park Tower Development, Wilkes Group. Lost: Ventura Luggage. Billings breakdown: Newspapers 20%, magazines 45%, supplements 10%, radio 5%, spot tv 10%, direct mail 5%, other 5%. Employees: 28 in one office. Top exec: John Margeotes, president. Phone: (212) 687-8231.

**Maris, West & Baker**, Jackson, Miss., had estimated gross income of \$1,080,000 in 1981 on billings of \$7,200,000. In 1980, it had estimated gross income of \$963,000 on billings of \$6,420,000. It did not break out its results. Accounts gained: Federal Land Bank of New Orleans, National Bank of Commerce of Mississippi, McDonald's of Central Mississippi. Billings breakdown: Newspapers 28%, magazines 3%, supplements 1%, radio 25%, spot tv 34%, outdoor 2%, business papers 2%, farm publications 3%, point of sale 1%, direct mail 1%. Employees: 25 in one office. Top execs: Gerrit Maris, president; Norman West, vp-treasurer; Harry Brown, vp-secretary; Wayne Hood, vp-creative; George Talbott, vp-marketing director. Phone: (601) 362-6306.

**Market Builders**, Princeton, N.J., had gross income of \$1,410,000 and net income of \$705,000 in 1981 on billings of \$5,901,200. In 1980, it reported gross income of \$847,500

and net income of \$420,000 on billings of \$3,184,000. Volume in 1981 consisted of \$3,500,000 in media and materials and services and \$2,401,200 in capitalized fees. In 1980, volume consisted of \$1,850,000 in media and materials and services and \$1,334,000 in capitalized fees. Accounts gained: (for circulation projects) *High Technology*, *Technology Illustrated*, *American Museum of Natural History*, *Manhattan Cable TV*, *Executive Style*, *Avenue*. Lost: Telesound, Output. Billings breakdown: Newspapers 5%, magazines 15%, direct mail 80%. Employees: 16. Top exec: Donn Rappaport, president. Phone: (201) 874-4343.

**Marketing Directions**, Newport Beach, Cal., reported gross income of \$1,052,036 in 1981 on billings of \$4,549,786. In 1980, it reported gross income of \$699,557 on billings of \$3,274,655. Volume in 1981 consisted of \$396,575 in media, \$1,056,571 in materials and services and \$3,096,640 in capitalized fees. In 1980, volume consisted of \$395,080 in media, \$595,800 in materials and services and \$2,283,775 in capitalized fees. Accounts gained: United Medical Products, CompuMed Systems, California Maintenance Supply, Rancho Consultants. Lost: Transcon Lines, Fluid Filtration Systems/Marley. Billings breakdown: Newspapers 5%, magazines 10%, radio 5%, business papers 35%, direct mail 10%, other (collateral) 35%. Employees: 14 in one office. Top exec: Richard L. Lawrence, president. Phone: (714) 752-6211.

**Marketing Support Inc.**, Chicago, reported gross income of \$1,981,514 in 1981 on billings of \$17,324,505. In 1980, it reported gross income of \$1,721,222 on billings of \$14,768,392. Volume in 1981 consisted of \$1,720,000 in media, \$2,387,807 in materials and services and \$13,216,698 in capitalized fees. In 1980, volume consisted of \$1,475,000 in media, \$1,812,841 in materials and services and \$11,480,551 in capitalized fees. Accounts gained: HOST carpet cleaning systems, American Lock, ORC Industries, Remington chain saws, Alvey Corp., Gold Medal furniture. Lost: None. Billings breakdown: Newspapers 15%, magazines 10%, supplements 5%, radio 10%, network tv 5%, spot tv 20%, outdoor 5%, business papers 15%, point of sale 10%, direct mail 5%. Employees: 40 in one office. Top execs: David L. Weiner, president; Dennis Hayes, exec vp. Phone: (312) 565-0044.

**Marquardt & Roche**, Stamford, Conn., reported gross income of \$1,610,164 in 1981 on billings of \$10,737,976. In 1980, it reported gross income of \$1,360,240 on billings of \$9,072,800. Volume in 1981 consisted of \$3,634,800 in media and \$7,103,176 in capitalized fees. In 1980, volume consisted of \$2,587,960 in media and \$6,484,840 in capitalized fees. Accounts gained: Copper Development Assn., General Electric Credit Corp. (promo), Peabody Intl. Corp. Lost: None. Billings breakdown: Newspapers 10%, business papers 80%, direct mail 5%, other 5%. Employees: 37 in one office. Top execs: James J. Marquardt, president; Edwin J. Roche, exec vp. Phone: (203) 327-0890.

**Martin, Sturtevant, Silverman & Marshall**, New York, had gross income of \$1,232,550 and net income of \$306,680 in 1981 on billings of \$11,383,300. In 1980, it reported gross income of \$1,120,500 and net income of \$278,800 on billings of \$9,803,000. Volume in 1981 consisted of \$6,931,100 in media, \$827,200 in materials and services and \$3,625,000 in capitalized fees. In 1980, volume consisted of \$6,301,000 in media, \$752,000 in materials and services and

\$2,750,000 in capitalized fees. Accounts gained: Ben-Hur Hair Products, Christie's Fine Art Auctioneers. Lost: BMW Motorcycles. Billings breakdown: Newspapers 33.2%, magazines 44.6%, radio 1.9%, spot tv 20%, transit 0.3%. Employees: 16 in one office. Top execs: Jack H. Silverman, chairman; John C. Martin, president; Robert S. Sturtevant, Daniel S. Marshall, David E. Bannister, exec vps. Phone: (212) 832-3750.

**Martin/Williams**, Minneapolis, reported gross income of \$4,021,600, including \$25,300 in non-U.S. income, in 1981 on billings of \$26,647,600. The agency did not report for 1980. Volume in 1981 consisted of \$10,871,200 in media, \$4,440,000 in materials and services and \$11,167,600 in capitalized fees. Overseas volume in 1981 was \$168,800, all in media. Accounts gained: Peavey Retail Group, Golden Valley Foods, 3M Scientific Angler. Lost: Brenton Banks, First Federal S&L, Donaldsons Department Stores, Minnesota Northstars, Litton Microwave Cooking. Billings breakdown: Newspapers 7%, magazines 5%, radio 15%, network tv 6%, spot tv 20%, outdoor 1%, business papers 38%, direct mail 8%. Employees: 75 in one office. Top execs: Steven C. Martin, chairman; Don A. Hagg, president; David D. Floren, exec vp. Phone: (612) 340-0800.

**Marvin & Leonard Advertising**, Boston, had estimated gross income of \$1,125,000 in 1981 on billings of \$7,500,000, the same as in 1980. The agency did not break out its volume for either year. Accounts gained: Bank for Savings, Encore Shoe Corp., Jotul Stove, Puma USA, Sailboard, Proctor Trust, International Sports Management, Geze. Lost: Salomon USA, Stride Rite. Billings breakdown: Newspapers 20%, magazines 25%, radio 25%, spot tv 10%, business papers 10%, other 10%. Employees: 30 in one office. Top execs: Leonard S. Kanzer, chairman; Andrew B. Callen, president. Phone: (617) 282-1221.

**Mason & Madison**, formerly Langelier, Mason, Bethany, Conn., had estimated gross income of \$1,400,000 in 1981 on billings of \$9,300,000. In 1980, it had estimated gross income of \$1,150,000 on billings of \$7,500,000. Volume in 1981 consisted of \$4,200,000 in media, \$1,400,000 in materials and services and \$3,700,000 in capitalized fees. In 1980, volume consisted of \$3,100,000 in media, \$1,500,000 in materials and services and \$2,900,000 in capitalized fees. Accounts gained: Brent Chemicals, Beretta U.S.A., Buster Brown Textiles, Danbury Hilton Inn & Conference Center, Fidelity Bank & Trust Co., New Haven Veterans Memorial Coliseum, New Haven Convention & Visitors Bureau, Turner & Seymour Mfg. Co. Lost: Buster Brown Textiles, TIE/Communications. Billings breakdown: Newspapers 10%, magazines 10%, supplements 1%, radio 10%, spot tv 5%, cable tv 2%, outdoor 3%, business papers 40%, farm publications 5%, transit 1%, point of sale 3%, direct mail 10%. Employees: 30 in two offices. Phone: (203) 393-1101.

**Mathieu, Gerfen & Bresner**, New York, reported gross income of \$3,500,000 in 1981 on billings of \$23,350,000. In 1980, it reported gross income of \$3,000,000 on billings of \$20,000,000. Volume in 1981 consisted of \$18,350,000 in media, \$3,000,000 in materials and services and \$2,000,000 in capitalized fees. In 1980, volume consisted of \$13,500,000 in media, \$2,500,000 in materials and services and \$4,000,000 in capitalized fees. Mathieu was acquired late last year by The Bloom Cos., Dallas. Next year its totals will be accounted for in the Bloom profile. Accounts



## Gross income of \$1,000,000 to \$5,000,000

gained: Amaretto di Soronno, Mandarine Napoleon. Lost: Great Waters of France. Billings breakdown: Newspapers 5%, magazines 35%, supplements 5%, network tv 15%, spot tv 25%, outdoor 10%, transit 5%. Employees: 55 in one office. Top execs: A.H. Mathieu, chairman-creative director; H.G. Gerfen, president; S. Bresner, exec vp; N. Norton, senior vp. Phone: (212) 370-1313.

**McKinney Inc.**, Philadelphia, had gross income of \$4,800,000 in 1981 on billings of \$35,200,000. In 1980, it reported gross income of \$3,810,000 on billings of \$29,000,000. Volume in 1981 consisted of \$9,463,000 in media, \$3,410,000 in materials and services and \$22,327,000 in capitalized fees. In 1980, volume consisted of \$5,952,000 in media, \$3,585,000 in materials and services and \$19,463,000 in capitalized fees. Accounts gained: 17 companies including American Hospital Converters, Chase Econometrics, Gould Inc., Incom Intl., Ramada Energy Systems, Watts Regulator Co. Lost: J.W. Allen Co., Honeywell Process Controls division, Jacobs Mfg., Parker Hannifin Manatrol, Sedco Construction. Billings breakdown: Newspapers 5%, magazines 2%, radio 1%, network tv 1%, outdoor 1%, business papers 81%, direct mail 8%, other 1%. Employees: 130 in six offices. Phone: (215) 922-2635.

**Mendoza, Dillon & Asociados**, Newport Beach, reported gross income of \$1,670,000 in 1981 on billings of \$11,138,900. In 1980, it reported gross income of \$851,081 on billings of \$5,673,876. Volume in 1981 consisted of \$1,667,500 in media, \$1,467,400 in materials and services and \$8,004,000 in capitalized fees. In 1980, volume consisted of \$531,306 in media, \$633,650 in materials and services and \$4,508,920 in capitalized fees. Accounts gained: Johnson's Baby Oil, Post cereals, Maxwell House Master Blend Coffee, Schlitz beer, Schlitz Malt Liqueur, Gillette Right Guard, Frito-Lay, Freshen-up. Lost: Sure & Natural, Ortega Chilies, Johnson's Baby Diapers, Sanka, AMC. Billings breakdown: Magazines 2%, radio 15%, network tv 40%, spot tv 40%, outdoor 3%. Employees: 13 in one office. Top execs: Richard E. Dillon, president, chairman of the board; Nicolas Mendoza, senior vp, creative director. Phone: (714) 851-1811.

**R.L. Meyer Advertising & Promotions**, Milwaukee, reported gross income of \$1,194,436 in 1981 on billings of \$8,069,321. In 1980, it reported gross income of \$954,274 on billings of \$6,244,972. Volume in 1981 consisted of \$4,104,796 in media, \$953,621 in materials and services and \$3,010,904 in capitalized fees. In 1980, volume consisted of \$2,641,107 in media, \$645,974 in materials and services and \$2,957,891 in capitalized fees. Accounts gained: W.H. Brady Co., Pacos Project, Downers Inc., McWhorter Resins, Wigwam Mills, Milwaukee County Parks. Lost: Aubrey Mfg., Biochem. Billings breakdown: Newspapers 20%, magazines 15%, radio 20%, spot tv 15%, outdoor 3%, transit 1%, point of sale 1%, direct mail 1%, other 24%. Employees: 25 in one office. Top exec: Robert L. Meyer, president. Phone: (414) 933-3344.

**Miller Advertising**, New York, had gross income of \$3,300,000 in 1981 on billings of \$22,300,000. In 1980, it reported gross income of \$3,000,000 on billings of \$19,534,000. Volume in 1981 consisted of \$20,000,000 in media, \$300,000 in materials and services and \$2,000,000 in capitalized fees. In 1980, volume consisted of

\$18,000,000 in media, \$200,000 in materials and services and \$1,334,000 in capitalized fees. Billings breakdown: Newspapers 65%, magazines 5%, radio 15%, spot tv 5%, other 10%. Employees: 80 in two offices. Top execs: Leonard Miller, chairman; Robert Miller, president. Phone: (212) 688-1300.

**Howard H. Monk & Associates**, Rockford, Ill., reported gross income of \$1,024,603 in 1981 on billings of \$9,566,960. In 1980, it reported gross income of \$1,054,275 on billings of \$9,461,687. Volume in 1981 consisted of \$1,537,382 in media, \$1,347,372 in materials and services and \$6,682,206 in capitalized fees. In 1980, volume consisted of \$1,402,103 in media, \$1,250,114 in materials and services and \$6,809,470 in capitalized fees. Accounts gained: Lenox Machine Co., Colt Industries/Fairbanks Morse, Bendix Disc Grinder, Boye Needle Co., Data Specialties, Seymour Chemicals. Lost: Fyrnetics Inc., National Mfg. Co. Billings breakdown: Newspapers 2%, magazines 91%, radio 1%, spot tv 4%, outdoor 2%. Employees: 28 in one office. Top exec: John W. Glynn, president. Phone: (815) 964-4631.

**Montgomery & Associates**, Bala Cynwyd, Pa., reported gross income of \$1,650,000 in 1981 on billings of \$11,000,000. In 1980, it reported gross income of \$1,425,000 on billings of \$9,420,000. Volume in 1981 consisted of \$9,000,000 in media, \$1,250,000 in materials and services and \$750,000 in capitalized fees. In 1980, volume consisted of \$7,900,000 in media, \$950,000 in materials and services and \$570,000 in capitalized fees. Accounts gained: H.B. Longacre of Franconia, First National Bank of Toms River, N.J., Farmers Bank of Wilmington, Del., Roberts' Packing Co. of Kimberton, Emlen House Productions of Philadelphia. Lost: None. Billings breakdown: Newspapers 15%, magazines 10%, radio 15%, spot tv 55%, business papers 5%. Employees: 30 in one office. Top exec: H.B. Montgomery, president. Phone: (215) 667-7580.

**Muir Cornelius Moore**, New York, had gross income of \$4,000,000 in 1981 on billings of \$26,680,000. In 1980, it reported gross income of \$3,500,000 on billings of \$23,345,000. The agency did not break out volume figures. Accounts gained: General Instrument Corp., Sperry Corp.'s Sperry division, Welch-Allyn. Billings breakdown: Radio 3%, business papers 30%, point of sale 10%, other 57%. Employees: 60. Top execs: William P. Muir, president; James Cornelius and Richard Moore, exec vps. Phone: (212) 687-4055.

**Muller Jordan Weiss**, New York, had gross income of \$4,635,573, including \$153,600 in non-U.S. income, in 1981 on billings of \$31,302,602. In 1980, it reported gross income of \$4,066,599 on billings of \$28,104,311. Volume in 1981 consisted of \$21,192,565 in media, \$4,778,170 in materials and services and \$4,068,700 in capitalized fees, all in the U.S., and \$1,263,367 in media overseas. In 1980, volume consisted of \$19,281,036 in media, \$4,531,092 in materials and services and \$3,300,183 in capitalized fees, all in the U.S., and \$992,000 in media overseas. Accounts gained: Camp Pure Maple Syrup, Apollo Technologies, TVI Energy Corp. and Walach Surgical Devices. Billings breakdown: Newspapers 3%, magazines 18%, radio 12%, network tv 4%, spot tv 35%, cable tv 1%, outdoor 2%, business papers 14%, farm publications 11%. Top execs: John T. Jordan, president; Frank B. Muller, exec vp-treasurer, Andrew Weiss, exec vp. Employees: 85 in

three offices. Phone: (212) 399-2700.

**Murray/Bradley**, Anchorage, Alaska, reported gross income of \$1,421,676 in 1981 on billings of \$9,129,613. In 1980, it reported gross income of \$1,279,191 on billings of \$8,295,221. Volume in 1981 consisted of \$1,272,686 in media, \$580,431 in materials and services and \$7,276,496 in capitalized fees. In 1980, volume consisted of \$1,662,090 in media, \$825,252 in materials and services and \$5,807,879 in capitalized fees. Accounts gained: Quadrant, Alaska Aeronautical, Alaska Dept. of Environmental, Capital Relocation, Golf Pin Fun Centers, Universal Services, Westside Federal Savings. Lost: Chevron USA, United Building Supply, Alaska Airlines, Security S&L, Seattle Sheraton Hotel, Alaska Buick. Billings breakdown: Newspapers 20%, magazines 11%, supplements 1%, radio 30%, network tv 34%, business papers 3%, direct mail 0.5%, other 0.5%. Employees: 38 in two offices. Top execs: Connel L. Murray, chairman; Rodney C. Bradley, president M/B; Erik Peterson, president M/B & Peterson. Phone: (907) 276-6353.

**Mutual Media**, Englewood Cliffs, N.J., had estimated gross income of \$2,000,000 in 1981 on billings of \$14,300,000, all from media. In 1980, it had estimated gross income of \$1,650,000 on media billings of \$11,200,000. Account gained: Epoch Corp. Billings breakdown: Newspapers 1%, magazines 1%, radio 8%, network tv 8%, spot tv 82%. Employees: 16. Top exec: David Blank, president. Phone: (201) 871-0690.

**Frank C. Nahser Inc.**, Chicago, reported gross income of \$2,073,000 in 1981 on billings of \$15,373,000. In 1980, it reported gross income of \$1,500,000 on billings of \$11,399,000. Volume in 1981 consisted of \$7,892,000 in media, \$2,462,000 in materials and services and \$5,019,000 in capitalized fees. In 1980, volume consisted of \$6,334,000 in media, \$1,717,000 in materials and services and \$3,348,000 in capitalized fees. Accounts gained: Moore Business Forms (Toronto), Richard Ellis, Illinois Bell Telephone (special assignments for Chicago office). Lost: Vanguard Laboratories, Scholl Shoes. Billings breakdown: Newspapers 2%, magazines 50%, supplements 10%, radio 10%, spot tv 2%, business papers 20%, other (Yellow Pages) 6%. Employees: 42 in two offices. Top execs: Frank C. Nahser, chairman; Frank B. Nahser, president. Phone: (312) 346-1260.

**Noble & Associates**, Springfield, Mo., reported gross income of \$1,591,913 in 1981 on billings of \$10,817,089. In 1980, it reported gross income of \$725,491 on billings of \$5,167,202. Volume in 1981 consisted of \$4,022,519 in media, \$1,244,530 in materials and services and \$5,550,040 in capitalized fees. In 1980, volume consisted of \$1,610,227 in media, \$534,945 in materials and services and \$3,022,030 in capitalized fees. Figures do not include subsidiaries, Consumer Brands Inc., and Ontrac Research. Accounts gained: Tyson food service division, Pet food service division (Downey Flake, Old El Paso, Pet Ritz Pies), Gordos Intl. Corp., Ranch Hand Foods, Hardees (regional). Billings breakdown: Newspapers 7%, magazines 20%, radio 9%, spot tv 63%, outdoor 1%. Employees: 53 in one office. Top exec: Robert B. Noble, president. Phone: (417) 882-5050.

**North Castle Partners**, Greenwich, Conn., had gross income of \$4,682,000 in 1981 on billings of \$32,672,000. In 1980, it reported gross income of \$3,174,000 on billings of \$24,137,500. Volume in 1981

consisted of \$19,800,000 in media, \$2,000,000 in materials and services and \$10,872,000 in capitalized fees. In 1980, volume consisted of \$14,800,000 in media, \$1,000,000 in materials and services and \$8,337,500 in capitalized fees. Accounts gained: WABC Radio, U.S. News & World Report, Lea & Perrins. Lost: Marisa Christina. Billings breakdown: Newspapers 5%, magazines 27%, radio 1%, network tv 5%, spot tv 56%, outdoor 4%, transit 2%. Employees: 55 in one office. Top exec: William Ballard, president. Phone: (203) 622-1122.

**Northrup & Teel**, Pittsford, N.Y., had gross income of \$1,588,000 in 1981 on billings of \$10,805,000. In 1980, it reported gross income of \$1,009,000 on billings of \$6,733,000. Volume in 1981 consisted of \$1,843,000 in media, \$769,000 in materials and services and \$8,193,000 in capitalized fees. In 1980, volume consisted of \$1,104,000 in media, \$1,334,000 in materials and services and \$4,295,000 in capitalized fees. Billings breakdown: Newspapers 28%, magazines 40%, radio 8%, spot tv 24%. Employees: 49 in two offices. Top execs: William K. Northrup, president; George Teel Jr., exec vp. Phone: (716) 248-2460.

**Nowak Barlow Johnson**, Fayetteville, N.Y., had gross income of \$1,417,655 and net income of \$161,384 in 1981 on billings of \$9,275,630. In 1980, it reported gross income of \$1,121,585 and a net loss of \$62,331 on billings of \$7,848,942. Volume in 1981 consisted of \$3,904,990 in media, \$1,080,590 in materials and services and \$4,290,050 in capitalized fees. In 1980, volume consisted of \$3,111,517 in media, \$1,028,098 in materials and services and \$3,709,327 in capitalized fees. Results include billings of a subsidiary, Nowak Barlow Johnson, Albany, N.Y. Accounts gained: Tops 'N' Bottoms, WNDR/WNTQ Radio. Lost: Andico Diamond Co., Lipe Railway Automation Equipment Group. Billings breakdown: Newspapers 30%, magazines 13.2%, radio 12.4%, spot tv 11.7%, outdoor 2%, point of sale 15.9%, other 14.8%. Employees: 42 in two offices. Top execs: Donald Nowak, president; Alfred Jensen, exec vp; Truman Nowak, senior vp; Nedwin Emerson, exec vp/Albany manager. Phone: (315) 637-9895.

**Owens & Associates Advertising**, Phoenix, reported gross income of \$1,930,000 in 1981 on billings of \$12,680,000. In 1980, it reported gross income of \$1,740,000 on billings of \$11,605,800. No volume breakout was provided. Accounts gained: Hughes Calihan, True Value Homes, Gold Canyon Ranch, Mathews Chevrolet, State of Sonora, Mexico, Ugly Duckling Rent-a-Car. Lost: Caf Casino Restaurant, ProChem, Olive Grove Retirement Community, Doubletree Hotels. Billings breakdown: Newspapers 14%, magazines 12%, radio 12%, network tv 28%, cable tv 10%, business papers 9%, other (collateral) 15%. Employees: 35 in one office. Top exec: Bill Owens, president. Phone: (602) 264-5691.

**Paragon Advertising Agency**, Minneapolis, reported gross income of \$3,244,000 in 1981 on billings of \$23,174,000. In 1980, it reported gross income of \$2,595,000 on billings of \$17,300,000. Volume in 1981 consisted of \$12,270,000 in media, \$3,834,000 in materials and services and \$7,070,000 in capitalized fees. In 1980, volume consisted of \$11,600,000 in media and in materials and services, and \$5,700,000 in capitalized fees. Accounts gained: American National Bank & Trust, Bankers Area-Wide Advertising Program, Great North AMC/Jee/Renault Dealers Advertising Assn., HEI Inc., Plywood Minnesota, Raygo Inc., Ringer

Corp., Pillsbury Co. (Margaret Baker's Cheesecake). Lost: Country Kitchen Intl., Medtronic Inc. (Neuro division), Minnesota Valley Engineering, Team Central Inc. Billings breakdown: Newspapers 9%, magazines 2%, radio 9%, network tv 3%, spot tv 40%, outdoor 8%, business papers 17%, direct mail 6%, other (collateral) 6%. Top execs: Trevor R. Gettelman, chairman; Robert L. Jones, president; Richard W. Dillon, Philip W. Hummel, senior vp-account supervisors; Kenton M. Jones, Skip Zetzman, vp-creative group heads; James D. Zitek, vp-account supervisor. Phone: (612) 835-3707.

**Pearson Clarke & Sawyer**, Lakeland, Fla., had estimated gross income of \$1,035,000 in 1981 on billings of \$6,900,000. In 1980, it had estimated gross income of \$870,000 on billings of \$5,800,000. No volume breakout was provided. Employees: 35 in three offices. Top execs: Richard E. Pearson, president; Joe Magilligan, Barry Jones, senior vps; Art Smith, exec vp; J. Richard Sawyer, vp-partner. Phone: (813) 646-5071.

**Pesin, Sydney & Bernard**, New York, had gross income of \$1,032,000 in 1981 on billings of \$6,426,950. In 1980, it reported gross income of \$856,500 and net income of \$37,425 on billings of \$5,162,351. Volume in 1981 consisted of \$4,325,320 in media, \$918,000 in materials and services and \$1,183,630 in capitalized fees. In 1980, volume consisted of \$3,203,111 in media, \$812,000 in materials and services and \$1,147,240 in capitalized fees. Accounts gained: Cuisine magazine, Aynsley Ovenware. Billings breakdown: Newspapers 20%, magazines 45%, supplements 5%, radio 5%, spot tv 5%, cable tv 3%, outdoor 3%, business papers 5%, point of sale 4%, direct mail 5%. Top execs: Harry Pesin, president; Sydney Cohn, exec vp. Employees: 24 in two offices. Phone: (212) 752-2212.

**The Phillips Organisation**, San Diego, reported gross income of \$1,016,500 in 1981 on billings of \$6,780,000. In 1980, it reported gross income of \$900,000 on billings of \$6,003,000. Billings breakdown: Newspapers 10%, magazines 30%, radio 10%, spot tv 10%, outdoor 2%, business/trade press 5%, transit 3%, direct mail 10%, other (collateral) 20%. Employees: 27 in one office. Top exec: Robert B. Phillips, president. Phone: (714) 274-8100.

**Phillips Ramsey Co.**, San Diego, reported gross income of \$3,389,252 and net income of \$77,366 in 1981 on billings of \$29,356,889. In 1980, it reported gross income of \$2,911,411 and net income of \$70,543 on billings of \$25,076,147. Volume in 1981 consisted of \$11,197,736 in media, \$2,281,605 in materials and services and \$15,877,548 in capitalized fees. In 1980, volume consisted of \$11,356,351 in media and \$13,719,796 in capitalized fees. Accounts gained: Mr. Steak, Seven-up (Phoenix), Honeywell (Phoenix), Daiwa Golf, National University, Polaris Vac-Sweep. Lost: American Federal Financial, Bell Helms, Datagraphix, Second Sole. Billings breakdown: Newspapers 18%, magazines 15%, supplements 0.5%, radio 26%, spot tv 31%, outdoor 2%, business papers 4%, transit 0.5%, point of sale 0.5%, direct mail 0.5%, other 2%. Employees: 85 in two offices. Top execs: R. Page Jones, chairman; Richard D. Brooks, president; Robert F. Lewis, exec vp. Phone: (714) 574-0808.

**The Pihas, Schmidt, Westerdahl Co.**, Portland, Ore., reported gross income of \$1,114,592 and a net loss of \$76,225 in 1981 on billings of \$9,092,975. In 1980, it reported gross income of \$1,261,520 and net income of \$44,436 on billings of



## Gross income of \$1,000,000 to \$5,000,000

\$9,207,127. Volume in 1981 consisted of \$1,422,559 in media, \$1,214,370 in materials and services and \$6,456,046 in capitalized fees. In 1980, volume consisted of \$1,472,714 in media, \$1,227,915 in materials and services and \$6,506,498 in capitalized fees. Accounts gained: Brandon Travel, Denver Highlands (Colorado), KECH-22 TV, NW Oregon Council of Hospitals, Pacific NW Regional Commission (travel), Shari's Management Corp., Tektronix (design automation division), Lost: Canica Intl. Corp., Lab Systems Inc., Tri-County Metropolitan Transit District. Billings breakdown: Newspapers 36%, magazines 6%, radio 12%, spot tv 24%, business papers 5%, transit 2%, direct mail 7%, other (collateral) 8%. Employees: 30 in one office. Top exec: John S. Pihlas, president. Phone: (503) 228-4000.

**Pinne, Garvin & Hock**, San Francisco, reported gross income of \$2,363,802 and net income of \$627,341 in 1981 on billings of \$17,967,067. In 1980, it reported gross income of \$1,726,307 and net income of \$465,877 on billings of \$13,999,337. Volume in 1981 consisted of \$5,807,470 in media, \$2,124,295 in materials and services and \$10,035,302 in capitalized fees. In 1980, volume consisted of \$4,873,150 in media, \$1,781,156 in materials and services and \$7,345,031 in capitalized fees. Accounts gained: VWR Scientific, Digital Research, Hewlett-Packard Analytical Group (SID and Avondale divisions), Eonics Corp. Lost: Oliver Tire. Billings breakdown: Newspapers 5%, magazines 7%, radio 3%, business papers 50%, point of sale 10%, direct mail 10%, other 15%. Employees: 43 in one office. Top execs: Owen Hock, president; Donald Herbers, client services; Robert Pinne, creative director. Phone: (415) 956-4210.

**The Pitluk Group**, San Antonio, reported gross income of \$3,045,000 in 1981 on billings of \$20,280,000. In 1980, it reported gross income of \$2,515,000 on billings of \$16,750,000. No volume breakout was provided. Accounts gained: USAF Recruiting, USAA Life Insurance, Majestic Theatre, Baker Sand Control, Western Banks. Lost: Ancira Winton, KMOL-TV, Houston Hurricanes. Billings breakdown: Newspapers 23%, magazines 14%, radio 21%, spot tv 18%, outdoor 4%, business papers 10%, point of sale 2%, direct mail 8%. Employees: 79 in two offices. Top execs: Louis H. Pitluk, president of The Pitluk Group, James R. Shable, president of Shable, Sawyer & Pitluk. Phone: (512) 223-6131.

**Popejoy & Fischel Advertising Agency**, Dallas, had estimated gross income of \$2,045,000 in 1981 on billings of \$13,650,000. In 1980, it had estimated gross income of \$1,905,000 on billings of \$12,700,000. Billings breakdown: Newspapers 27%, magazines 18%, radio 5%, spot tv 42%, outdoor 3%, other 5%. Employees: 45 in one office. Top execs: Bert Fischel, chairman; Gerald G. Popejoy, president. Phone: (214) 233-8461.

**Poppe Tyson Inc.**, New York, a division of D'Arcy-MacManus & Masius, had gross income of \$1,650,000 in 1981 on billings of \$11,000,000. In 1980, it reported gross income of \$1,500,000 on billings of \$10,000,000. The agency did not break out its volume. Accounts gained: Crouse-Hinds, Landis & Gyr, Olsten Temporary Services, PCK Technologies. Lost: Ebasco Services. Billings breakdown: Newspapers 2%, magazines 20%, network tv 3%, business papers 50%, other 25%. Employees: 40. Top execs: Fred C. Poppe, chairman;

Fergus O'Daly, president; Roy Duffus, Mack Leblang, senior vps. Phone (212) 725-2900.

For more information, see profile on parent agency, D'Arcy-MacManus & Masius.

**Posey, Parry & Quest**, Greenwich, Conn., had gross income of \$1,465,000 in 1981 on billings of \$10,385,000. In 1980, it reported gross income of \$1,160,000 on billings of \$7,900,000. Volume in 1981 consisted of \$8,100,000 in media, \$850,000 in materials and services and \$1,435,000 in capitalized fees. In 1980, volume consisted of \$6,825,000 in media, \$520,000 in materials and services and \$555,000 in capitalized fees. Accounts gained: Bostonian Shoe Co., Us magazine, Macfadden Women's Group. Billings breakdown: Newspapers 25%, magazines 5%, network tv 70%. Employees: 12 in one office. Top execs: Chester L. Posey, chairman; James H. Quest, president; James D. Parry, exec vp-creative director. Phone: (203) 531-4900.

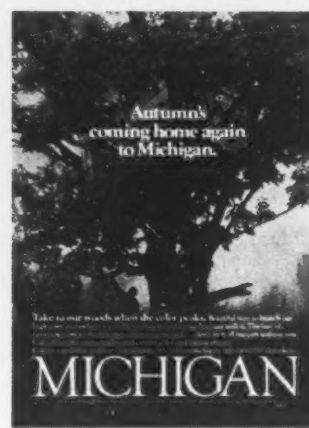
**Potter Hazlehurst Inc.**, East Greenwich, R.I., had gross income of \$1,319,566 and net income of \$194,857 in 1981 on billings of \$9,514,514. In 1980, it reported gross income of \$1,241,387 and net income of \$165,359 on billings of \$7,685,514. Volume in 1981 consisted of \$5,095,816 in media, \$333,116 in materials and services and \$4,085,582 in capitalized fees. In 1980, volume consisted of \$3,397,026 in media, \$439,100 in materials and services and \$3,849,388 in capitalized fees. Accounts gained: Barclays American/Business Credit, General Electric Energy Management Systems, North Sails' North Sports division, Old Fox Lawn Care. Lost: Edward Parkinson Mfg. Billings breakdown: Newspapers 10%, magazines 66%, radio 2%, spot tv 1%, outdoor 1%, other 20%. Employees: 44 in one office. Top execs: Thomas A. Hazlehurst, president; Herbert Sawyer, exec vp; Nathaniel Frothingham, senior vp. Phone: (401) 885-4300.

**Price/McNabb Advertising Agency**, Asheville, N.C., reported gross income of \$1,378,582 in 1981 on billings of \$8,202,794. In 1980, it reported gross income of \$988,788 on billings of \$5,824,170. Volume in 1981 consisted of \$6,288,613 in media and \$1,914,181 in materials and services. In 1980, volume consisted of \$4,476,560 in media and \$1,347,610 in materials and services. Accounts gained: Waldensian Bakers, Macon Federal, First Federal of Hendersonville, WNC/World's Fair in Cullowhee, McDonald's Restaurants in Charleston & Florence, S.C., Welco Enterprises, Biltmore Dairy Producers Co-op. Lost: Standard Federal of Columbia, S.C., Currier Piano Co. Billings breakdown: Newspapers 15%, magazines 10%, radio 15%, spot tv 35%, outdoor 5%, business papers 20%. Employees: 37 in three offices. Top execs: George W. Krichbaum Jr., exec vp; Robert B. Boettcher, senior vp; Harris J. Fields Jr., vp-creative director. Phone: (704) 254-7461.

**Pringle Dixon Pringle**, Atlanta, had gross income of \$1,007,400 in 1981 on billings of \$7,005,000. In 1980, it had an estimated gross income of \$900,000 on estimated billings of \$6,000,000. Volume in 1981 consisted of \$4,350,000 in media, \$312,000 in materials and services and \$2,343,000 in capitalized fees. It did not break out 1980 figures. Accounts gained: Sun Federal S&L, Jekyll Island Resort, ARMA Hardware, Better Brands, Stratton Carpets, Marriott Hotels (pr), and 23

## Ross Roy Inc.

Ours is a retail heritage ideally suited for today's tough marketing times.



clients in its recruitment unit. Lost: Jack's Foods, Milliken Carpet. Billings breakdown: Newspapers 17%, magazines 18%, supplements 2%, radio 9%, spot tv 30%, outdoor 2%, point of sale 1%, direct mail 1%, other 20%. Top execs: Jim Pringle, president; Jan Pringle, president/pr; Martin Brown, vp-recruitment division; Josie Martinez, vp-recruitment; Sherry McFarlane, vp-media. Employees: 26 in one office. Phone: (404) 261-9542.

**Quinlan Keene Peck & McShay**, Indianapolis, reported gross income of \$3,649,070 in 1981 on billings of \$10,273,348. In 1980, it reported gross income of \$3,597,438 on billings of \$9,743,519. Volume in 1981 consisted of \$1,358,632 in media, \$1,122,134 in materials and services and \$7,792,582 in capitalized fees. In 1980, volume consisted of \$1,352,037 in media, \$1,161,437 in materials and services and \$9,743,519 in capitalized fees. Accounts gained: Ivy Tech, First Federal Savings, Master-Fit Corp., Rock Island Refining, IFBCA, DeKalb Agresearch. Lost: Ransburg Corp. Billings breakdown: Newspapers 2%, magazines 5%, radio 4%, spot tv 3%, outdoor 1%, business papers 34%, point of sale 1%, other (collateral and special projects) 50%. Employees: 24 in one office. Top execs: Jack S. Peck, chairman of the board; John E. McShay, president; John C. McCaig, exec vp. Phone: (317) 546-4701.

**Quinn & Johnson**, Boston, wholly owned subsidiary of BBDO International, had gross income of \$4,300,000 and net income of \$321,000 in 1981 on billings of \$28,600,000. In 1980, it reported gross income of \$3,600,000 and net income of \$295,000 on billings of \$24,000,000. Volume in 1981 consisted of \$23,000,000 in media, \$2,900,000 in materials and services and \$2,700,000 in capitalized fees. In 1980, volume consisted of \$19,000,000 in media, \$1,800,000 in materials and services and \$3,200,000 in capitalized fees. Accounts gained: State Street Bank, Freixenet Sparkling Wines and Computervision. Billings breakdown: Newspapers 30%, magazines 31%, radio 14%, network tv 10%, spot tv 14%, outdoor 0.5%, transit 0.5%. Top execs: Robert S. Johnson, chairman; Richard C. Garrison, president; Edwin P. Carboni, exec vp-treasurer. Employees: 90. Phone: (617) 262-5800.

For more information, see profile of parent agency, BBDO Intl.

**Red Barron Inc.**, Minneapolis, reported gross income of \$1,078,800, including \$9,100 in non-U.S. income, in 1981 on billings of \$9,164,800. In 1980, it reported

gross income of \$898,400, including \$16,600 in non-U.S. income, on billings of \$7,343,600. U.S. volume in 1981 consisted of \$5,390,600 in media, \$423,800 in materials and services and \$3,289,700 in capitalized fees. In 1980, volume consisted of \$4,157,300 in media, \$459,900 in materials and services and \$2,616,000 in capitalized fees. Foreign volume included \$60,700 in 1981 and \$110,400 in 1980. Accounts gained: 3M Company (retail electrical products), Ball Electronic Display division, Vollrath Co. Lost: Fabri-Tek Inc. Billings breakdown: Magazines 20%, radio 14%, spot tv 50%, outdoor 1%, other (collateral) 15%. Employees: 30 in one office. Top execs: Barron B. Boe, president; Douglas G. Maxwell, chairman. Phone: (612) 933-2040.

**Reimel Carter Advertising**, Philadelphia, reported gross income of \$1,870,000 in 1981 on billings of \$12,000,000. In 1980, it reported gross income of \$1,662,032 on billings of \$11,120,000. Volume in 1981 consisted of \$8,940,200 in media, \$125,000 in materials and services and \$2,934,800 in capitalized fees. In 1980, volume consisted of \$8,175,200 in media, \$110,050 in materials and services and \$2,834,750 in capitalized fees. Accounts gained: Brighton Towers, City Line Holiday Inn, A.H. Hadley, Hollen Funeral Home, Janney Montgomery Scott Inc., Jemison & Co., Old Forge Condominiums, Mid-Atlantic Equipment. Lost: Gigliotti Corp., Old Forge Condominiums, Citizens State Bank. Billings breakdown: Newspapers 42%, magazines 4%, radio 27%, spot tv 14%, outdoor 7%, business papers 4%, transit 0.4%, point of sale 0.6%, direct mail 0.5%, other 0.5%. Employees: 19 in one office. Top exec: T.L. Reimel, president. Phone: (215) 735-3200.

**Reiser Williams deYong**, Irvine, Cal., had estimated gross income of \$2,700,000 in 1981 on billings of \$18,000,000. In 1980, it reported gross income of \$1,800,000 on billings of \$12,000,000. Volume in 1981 consisted of \$7,380,000 in media, \$2,700,000 in materials and services and \$7,920,000 in capitalized fees. In 1980, volume consisted of \$4,920,000 in media, \$1,800,000 in materials and services and \$5,280,000 in capitalized fees. Accounts gained: Tandon Corp., Eaton Corp., MSI Data Corp., I.S. Industries, Novation, Selanar Corp., State of the Art, Arizona Engine & Pump Co. Lost: Datum Inc., Micropolis. Billings breakdown: Newspapers 15%, magazines 70%, spot tv 4%, business papers 5%, farm publications 1%, point of sale 1%, direct mail 4%. Employees: 36 in two offices. Top exec: Richard J.

Reiser, president. Phone: (714) 754-1193.

**The Richards Group**, Dallas, reported gross income of \$3,839,000 and net income of \$436,000 in 1981 on billings of \$26,749,000. In 1980, it reported gross income of \$3,036,000 and net income of \$271,000 on billings of \$20,946,000. Volume in 1981 consisted of \$5,852,000 in media, \$4,796,000 in materials and services and \$16,101,000 in capitalized fees. In 1980, volume consisted of \$4,653,000 in media, \$3,787,000 in materials and services and \$12,506,000 in capitalized fees. Figures include those of subsidiary, Richards, Sullivan, Brock & Associates/Pharr, Cox Communications. Accounts gained: Gaylord Broadcasting Co., Brookshire Grocery Co., Capital Bank/Houston, Denver Post, Excel Car Repair, KZEW, Redbook, Texas Power & Light, First Tulsa Bank, West Loop Bank/Houston, Metroplex Volvo Dealers, Execucum. Lost: Q102. Billings breakdown: Newspapers 14%, magazines 12%, supplements 18%, radio 8%, spot tv 30%, cable 2%, outdoor 5%, business papers 5%, transit 1%, direct mail 5%. Employees: 75 in three offices. Top exec: Stan Richards, president. Phone: (214) 231-2500.

**Richardson, Myers & Donofrio**, Baltimore, had gross income of \$4,403,221 in 1981 on billings of \$29,354,808. In 1980, it reported gross income of \$2,904,140 on billings of \$18,601,059. Volume in 1981 consisted of \$20,557,296 in media, \$5,861,113 in materials and services and \$2,936,399 in capitalized fees. In 1980, volume consisted of \$13,106,555 in media, \$3,791,260 in materials and services and \$1,703,244 in capitalized fees. Accounts gained: American Cyanamid (pesticides division products), Baltimore Gas & Electric Co., Baltimore Federal S&L, Finlay Fine Jewelry, Prince Mfg., Bayvet division-Cutter Laboratories. Billings breakdown: Newspapers 5%, magazines 10%, supplements 2%, radio 15%, network tv 10%, spot tv 35%, cable tv 1%, outdoor 3%, business papers 3%, farm publications 13%, transit 1%, point of sale 1%, direct mail 1%. Employees: 85 in three offices. Top exec: Hal C. Donofrio, president. Phone: (301) 539-0280.

**Mel Richman Inc.**, Bala-Cynwyd, Pa., had gross income of \$4,000,000 in 1981 on billings of \$25,962,000. In 1980, it reported gross income of \$4,478,000 on billings of \$29,858,000. Volume in 1981 consisted of \$7,500,000 in media, \$4,000,000 in materials and services and \$14,462,000 in capitalized fees. In 1980, volume consisted of \$10,500,000 in media, \$4,500,000 in



materials and services and \$14,858,000 in capitalized fees. Accounts gained: Environmental Testing Corp., Bank of New Jersey, Berkshire Fabrics, Personal Products Co. (Johnson & Johnson), A/V Unlimited, Valley Forge Military Academy Junior College. Lost: Omega Watch Corp., Downing Inn, Greenbrier, Callaway Gardens, Klearfold Box Co. Billings breakdown: Newspapers 15%, magazines 15%, radio 10%, spot tv 10%, business papers 25%, other 25%. Top execs: Mel Richman, chairman; William Robertson, president; Hank Kozlowski, exec vp-marketing, media and pr; Ron Tucker, exec vp-creative services; R.O. Bach, senior vp-creative director; Biff Maddock, senior vp-account service. Employees: 75 in one office. Phone: (215) 667-8900.

**Rives Smith Baldwin & Carlberg/Y&R.** Houston, reported gross income of \$3,035,000 in 1981 on billings of \$20,243,450. In 1980, it reported gross income of \$2,667,000 on billings of \$17,788,890. No volume breakout was provided. Accounts gained: 4 Seasons Place and Downtown, Bill Blass Men's/Billy the Kid, Gulf Trading & Transportation, Pro-Houston, First City Banks of Dallas. Lost: Schlumberger, Pizza Hut/South Center region. Billings breakdown: Newspapers 26.7%, magazines 9.3%, radio 12%, spot tv 27.4%, cable tv 0.2%, outdoor 5.2%, business papers 18.9%, other .3%. Employees: 65 in one office. Top execs: Ben A. Baldwin Jr., president; W. Charles Carlberg, senior vp-creative director; Ian Brookbanks, senior vp-director of client services. Phone: (713) 783-7640.

For more information, see profile of parent agency, Young & Rubicam.

**Robinson Associates,** Boston, had gross income of \$1,169,371 and net income of \$57,552 in 1981 on billings of \$3,623,336. In 1980, it reported gross income of \$273,710 and a net loss of \$28,632 on billings of \$1,784,941. Volume in 1981 consisted of \$400,229 in media, \$336,344 in materials and services and \$2,886,763 in capitalized fees. In 1980, volume consisted of \$105,054 in media, \$148,742 in materials and services and \$1,531,145 in capitalized fees. Accounts gained: Public Broadcasting Associates, BASF printing products division, American Tourister. Lost: Lyman Products. Billings breakdown: Newspapers 10%, magazines 10%, radio 10%, spot tv 5%, outdoor 2%, business papers 20%, point of sale 15%, direct mail 3%, other 25%. Employees: 15 in one office. Top exec: Thomas A. Robinson, president. Phone: (617) 247-2120.

**Robinsons Inc.,** Orlando, Fla., had estimated gross income of \$4,850,000 in 1981 on billings of \$32,364,450. In 1980, it had estimated gross income of \$3,750,000 on billings of \$25,008,000. Volume in 1981 consisted of \$3,450,000 in media and \$28,914,450 in capitalized fees. In 1980, volume consisted of \$2,230,000 in media and \$22,778,000 in capitalized fees. The agency reported billings from overseas accounts in volume figures. Accounts gained: Halloran Hotels, Buena Vista Palace Hotel, Hotel Royal Plaza, Central Florida Resorts, Mission Inn Golf & Tennis Resort. Overseas account gains: Doctor's Cave Beach Hotel, Hotel Capilla del Mar, Hotel Club Lagoon, Plantation Inn, St. Lucia Hotel Assn., Panama Government Tourist Board. Lost: Amelia Island Plantation, Sandals Resort Beach Club. Billings breakdown: Newspapers 30%, magazines 30%, radio 5%, spot tv 5%, outdoor 5%, direct mail 15%. Employees: 90 in four offices. Top execs: John E. Robinson Sr., chairman; John E. Robinson Jr., president; Peter C. Yesawich, exec vp; Perry Sears, secretary-

treasurer. Phone: (305) 898-2808.

**Albert Jay Rosenthal & Co.,** Chicago, reported gross income of \$3,795,000 in 1981 on billings of \$25,300,000. In 1980, it reported gross income of \$3,480,000 on billings of \$23,200,000. Volume in 1981 consisted of \$17,457,000 in media, \$2,503,500 in materials and services and \$5,339,500 in capitalized fees. In 1980, volume consisted of \$15,900,555 in media, \$2,423,425 in materials and services and \$4,876,020 in capitalized fees. Accounts gained: Ampco Video Productions, Huffman Koos furniture chain (New Jersey), Reader's Digest QSP division, American Lung Assn., additional assignments for Americana Hotels at Ocho Rios, Aruba and Lake Geneva, Pierre Cardin slacks (Jaymar Ruby division of Hart Schaffner & Marx), Metro Clubs, Pie Piper food products, Queens College (CUNY), Bank of Ravenswood in Chicago, E-Z POR (American Home Products), Insta-Foam Products (an Indian Head company). Lost: Good Humor, Ekco housewares. Billings breakdown: Newspapers 16%, magazines 18%, supplements 1%, radio 12%, network tv 10%, spot tv 30, outdoor 2%, business papers 6%, point of sale 3%, direct mail 2%. Employees: 110 in two offices. Top execs: A.J. Rosenthal, president; N. Maldman, Sy Dordick, B. Lyman, exec vps; A. Lazarus, M. Rosenstein, Yale Gordon, M. Haas, senior vps. Phone: (312) 337-8070.

**Rolf Werner Rosenthal Inc.,** New York, an agency specializing in healthcare, had gross income of \$4,560,931 in 1981 on billings of \$30,406,206. In 1980, it reported gross income of \$3,919,760 on billings of \$26,778,107. Volume in 1981 consisted of \$7,624,503 in media, \$2,638,979 in materials and services and \$20,142,724 in capitalized fees. In 1980, volume consisted of \$7,349,049 in media, \$1,853,141 in materials and services and \$17,575,917 in capitalized fees. Accounts gained: Hitron Corp. and E.R. Squibb Worldwide. Lost: CooperCare and Connaught Laboratories. Billings breakdown: Journals 75%, direct mail 10%, other 15%. Employees: 76. Top execs: Rolf W. Rosenthal, president; Charles W. Riegle, exec vp; Sylvio deRouin and Ronald J. Souza, senior vps. Phone: (212) 673-9330.

**Ross Advertising,** Peoria, reported gross income of \$1,314,685 in 1981 on billings of \$9,673,317. In 1980, it reported gross income of \$1,066,762 on billings of \$7,745,049. Volume in 1981 consisted of \$1,600,000 in media, \$935,070 in materials and services and \$7,138,247 in capitalized fees. In 1980, volume consisted of \$1,500,000 in media, \$713,098 in materials and services and \$5,531,951 in capitalized fees. Accounts gained: Compre-Communications, Great Central Insurance. Lost: Houdaille Industries, Penberthy division. Billings breakdown: Newspapers 10%, magazines 5%, radio 5%, spot tv 5%, outdoor 1%, business papers 30%, farm publications 10%, point of sale 14%, direct mail 20%. Employees: 32 in one office. Top execs: A. Wayne Flittner, president; Kenneth Westerdale, exec vp, creative director; Frederick Kowalske, exec vp, operations. Phone: (309) 691-4436.

**Ross Roy/New York-Compton,** New York, a subsidiary of Compton Advertising, had gross income of \$3,500,000 in 1981 on billings of \$23,931,000. In 1980, it reported gross income of \$3,100,000 on billings of \$20,667,000. Volume in 1981 consisted of \$14,475,000 in media, \$1,956,000 in materials and services and \$7,500,000 in capitalized fees. In 1980, volume consisted of \$12,327,000 in media, \$1,700,000 in materials and services and \$6,640,000 in capitalized fees. Ac-

counts gained: Sandvik Inc.'s corporate, cemented carbide, process systems; Disstore consumer, industrial and specialty steel businesses; ITT's USTS consumer; J.J. O'Darby and FBM Russian Prince. Billings breakdown: Newspapers 5%, magazines 72%, radio 1%, spot tv 4%, outdoor 18%. Top exec: Gary D. Landis, president. Employees: 55 in two offices, including one overseas. Phone: (212) 350-7999.

For more information, see parent agency, Compton Advertising.

**Chuck Ruhr Advertising,** Minneapolis, reported gross income of \$2,445,440 and net income of \$146,200 in 1981 on billings of \$21,542,600. In 1980, it reported gross income of \$2,288,900 and net income of \$103,500 on billings of \$19,721,100. Volume in 1981 consisted of \$9,753,000 in media, \$1,600,000 in materials and services and \$10,189,600 in capitalized fees. In 1980, volume consisted of \$9,755,900 in media, \$1,837,200 in materials and services and \$8,128,000 in capitalized fees. Accounts gained: East Bank Riverfront Partners, Cargill Inc., Gould Heavy Duty Battery, Charlton Construction Co., Lawson Associates, Newart Electronics, PMI Distribution Inc., Teleprompter Corp., United Central Bank of Des Moines. Lost: Goodman Jewelers, Thermo-Serv. Billings breakdown: Newspapers 9%, magazines 8%, radio 21%, network 4%, spot tv 31%, outdoor 2%, point of sale 1%, other 24%. Employees: 53 in one office. Top exec: Charles Ruhr, president. Phone: (612) 546-4323.

**Ruvane, Leverte,** New York, an agency specializing in healthcare, had gross income of \$1,900,000 in 1981 on billings of \$13,120,800. In 1980, it reported gross income of \$1,600,000 on billings of \$10,336,500. Volume in 1981 consisted of \$1,850,000 in media, \$3,000,000 in materials and services and \$8,270,800 in capitalized fees. In 1980, volume consisted of \$1,500,000 in media, \$2,500,000 in materials and services and \$6,336,500 in capitalized fees. Included are billings of subsidiaries, Druid Publications, Druid Graphic Services, Acorn Publications. Accounts gained: Novo Laboratories, Pharmacia Diagnostics, William H. Rorer Inc. Billings breakdown: Magazines 15%, direct mail 30%, other 55%. Employees: 30 in one office. Top execs: John Ruvane, chairman; Robert Leverte, president. Phone: (212) 867-1670.

**SAAS Advertising,** New York, had total gross income of \$1,567,000 in 1981, including non-U.S. income of \$37,000, on billings of \$11,757,000 including \$240,000 in overseas volume. In 1980, it reported gross income of \$1,334,000 on billings of \$9,875,550. U.S. volume in 1981 consisted of \$9,200,000 in media, \$850,000 in materials and services and \$1,467,000 in capitalized fees. Overseas consisted of \$200,000 in media and \$40,000 in materials and services. In 1980, volume consisted of \$8,100,000 in media, \$675,000 in materials and services and \$1,100,550 in capitalized fees. Accounts gained: Intl. Blimpie, E.G. Frances & Co. Lost: Sparkomatic of Europe, Jesse Jeans. Billings breakdown: Newspapers 8%, magazines 35%, radio 6%, spot tv 49%, outdoor 0.5%, business papers 1%, transit 0.5%. Employees: 13 in two offices. Top execs: Richard K. Schops, president-ceo; Guy Marino, exec vp-creative director; Sandra Schops, vp-treasurer. Phone: (212) 935-1141.

**SCG Advertising,** Overland Park, Kan., reported gross income of \$1,230,397 in 1981 on billings of \$9,099,298. In 1980, it reported gross income of \$1,048,614 on billings of \$9,001,306. Volume in 1981 consisted of \$1,675,703 in media, \$623,470 in materials and services

and \$6,800,125 in capitalized fees. In 1980, volume consisted of \$1,676,465 in media, \$787,854 in materials and services and \$6,536,987 in capitalized fees. Accounts gained: Interstate Brands Variety breads, Genesco shoes, Genesco male jeans. Lost: Stokely Van Camp frozen vegetables, Volume shoes. Billings breakdown: Newspapers 20%, magazines 50%, radio 15%, spot tv 15%. Employees: 24 in one office. Top execs: Lewis A. Berey, president; Howard W. Gibson, senior vp, management supervisor; William P. Mackie, senior vp, creative director. Phone: (913) 384-4444.

**SZF Inc.,** New York, had gross income of \$1,090,000 in 1981 on billings of \$10,319,500. In 1980, it reported gross income of \$985,000 on billings of \$8,856,200. Volume in 1981 consisted of \$3,650,000 in media, \$1,000,000 in materials and services and \$5,669,500 in capitalized fees. In 1980, volume consisted of \$2,620,000 in media, \$900,000 in materials and services and \$5,336,200 in capitalized fees. Accounts gained: Citibank for Brooklyn-Staten Island and Manhattan projects, Fidelity Bank of Philadelphia new and special projects, Republican National Bank special projects, Johnson & Johnson Personal Products Co.'s projects. Billings breakdown: Newspapers 10%, magazines 15%, supplements 10%, radio 5%, spot tv 5%, outdoor 5%, business papers 20%, point of sale 10%, direct mail 10%, other 10%. Employees: 20 in one office. Top execs: Robert Freedman, president; Robert Wilcox, managing partner-marketing director and account service; Kenneth Stein, partner, vp-finance and administration. Phone: (212) 759-6850.

**Murray Salit & Associates,** New York, had gross income of \$1,149,000 in 1981 on billings of \$7,660,000. In 1980, it reported gross income of \$1,266,000 on billings of \$8,444,220. Volume in each year was entirely in media billings. Accounts gained: Roure Bertrand DuPont, Bill Blass jeans, Oscar de la Renta jeans, Trumft hosiery, Pep Sportswear, Christie Bros. furs. Lost: Crest apparel, Naarden. Billings breakdown: Newspapers 5%, magazines 30%, radio 5%, network tv 15%, spot tv 40%, business papers 5%. Employees: 15 in one office. Top execs: Murray Salit, president; Charles Auerbach, exec vp. Phone: (212) 354-4666.

**Savitt Tobias Balk,** New York, had gross income of \$2,370,045 in 1981 on billings of \$15,800,300. In 1980, it reported gross income of \$2,134,500 on billings of \$14,230,000. Volume in 1981 consisted of \$7,818,780 in media, \$1,745,236 in materials and services and \$6,236,284 in capitalized fees. In 1980, volume consisted of \$7,238,600 in media, \$1,375,260 in materials and services and \$5,616,140 in capitalized fees. Accounts gained: Flushco Inc., Knapp Communications, Hearst Corp. (corporate), Paternina Wines, Cusano Wines. Lost: Bond's Clothing Stores, Aunt Millie's sauces. Billings breakdown: Newspapers 12%, magazines 8%, supplements 1%, radio 29%, network tv 3%, spot tv 42%, outdoor 1%, business papers 1%, transit 1%, point of sale 2%. Employees: 36 in one office. Top execs: Seth Tobias, chairman; Hal Balk, president. Phone: (212) 421-7911.

**Schaefer Advertising,** Valley Forge, Pa., reported gross income of \$1,710,000 in 1981 on billings of \$11,400,000. In 1980, it reported gross income of \$1,545,000 on billings of \$10,300,000. Volume in 1981 consisted of \$5,850,000 in media, \$1,450,000 in materials and services and \$4,100,000 in capitalized fees. In 1980, volume was not broken down. Figures include subsidiary

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## Gross income of \$1,000,000 to \$5,000,000

Schaefer Advertising, Loxahatchee, Fla. Accounts gained: AC Mfg. Co., Datapro Research Corp., Namolco Inc. Transport Intl. Pool, Danyl Corp. Lost: Decision Data Corp., Datamedia Corp., Commonwealth Land Title. Billings breakdown: Newspapers 10%, magazines 10%, radio 25%, spot tv 10%, outdoor 2%, business papers 33%, direct mail 10%. Employees: 33 in two offices. Top execs: A.O. Schaefer Jr., president; Joseph A. Meehan Jr., vp-creative director; John Ciotti, vp-treasurer; Helene Sperka, vp-broadcasting production; Charles Ferrare, vp-account supervisor; Frank Byrne, vp-ag communications division (at Woodward & Schaefer); Joseph A. Roesser, exec vp. Phone: (215) 337-0550.

Schein/Blattstein Advertising, New York, had gross income of \$1,275,000 in 1981 on billings of \$7,688,388. In 1980, it reported gross income of \$1,124,000 on billings of \$6,777,600. Volume in 1981 consisted of \$3,710,000 in media, \$200,000 in materials and services and \$3,778,388 in capitalized fees. In 1980, volume consisted of \$2,658,000 in media, \$117,600 in materials and services and \$4,002,000 in capitalized fees. Accounts gained: *The New Republic*, *Trusteeship Magazine*, *Stenotype Institute*, *The Poor Richard Co.*, *Auction Index Inc.* Lost: *Output magazine*, *Art Express*. Billings breakdown: Newspapers 20%, magazines 20%, radio 2%, spot tv 13%, business papers 5%, transit 5%, direct mail 35%. Employees: 18 in two offices. Top exec: Eliot DeY. Schein, president. Phone: (212) 758-1555.

Scott Lancaster Jackman Mills Atha, Los Angeles and Westport, Conn., reported gross income of \$1,775,000 in 1981 on media billings of \$19,500,000. In 1980, it reported gross income of \$862,000 on media billings of \$7,162,000. Accounts gained: American Toy & Furniture, Dep Corp., Giorgio Perfume, Tycor, Industries. Billings breakdown: Newspapers 8%, magazines 19%, supplements 5%, radio 12%, network tv 10%, spot tv 36%, other 10%. Employees: 32 in two offices. Phone: (213) 552-6050 in Los Angeles, (203) 227-7665 in Westport.

Scroggin & Fischer Advertising, San Francisco, reported gross income of \$1,758,634 and net income of \$91,602 in 1981 on billings of \$11,373,100. In 1980, it reported gross income of \$1,594,410 and net income of \$83,665 on billings of \$10,349,950. Volume in 1981 consisted of \$4,738,312 in media, \$1,752,168 in materials and services and \$4,882,620 in capitalized fees. In 1980, volume consisted of \$4,320,905 in media, \$1,594,329 in materials and services and \$4,434,716 in capitalized fees. Accounts gained: Fireside Thrift, W.C. Dillon & Co., GRiD systems. Lost: Viking Engineering, Mini-Computer Technology, MicroPro. Billings breakdown: Newspapers 6.3%, radio 12.4%, spot tv 43%, outdoor 0.5%, business papers 34.3%, transit 0.5%, other 3%. Employees: 26 in two offices. Top execs: Martel Scroggin, ceo; Martin D. Fischer, president. Phone: (415) 391-2694.

Seideman & Moisselle Advertising/Marketing, Encino, Cal., reported gross income of \$1,003,967 in 1981 on billings of \$7,012,340. In 1980, it reported gross income of \$769,649 on billings of \$5,317,757. Volume in 1981 consisted of \$5,631,892 in media, \$821,936 in materials and services and \$558,512 in capitalized fees. In 1980, volume consisted of \$4,197,383 in media, \$773,581 in materials and services and \$346,793 in capitalized fees. Accounts gained: Brilliant Seafoods, Kings Hawaiian Bakery,

H&R Sussman Financial Services, Continental Culture Specialists, BMX Products (Mongoose bicycles). Lost: Hoffman Packing Co. (Hoffy brand meat products). Billings breakdown: Newspapers 16%, magazines 11%, radio 11%, spot tv 52%, outdoor 2%, business papers 5%, point of sale 1%, direct mail 1%, other 1%. Employees: 23 in one office. Top exec: Edward D. Moisselle, president-treasurer. Phone: (213) 986-2233.

Serino, Coyne & Nappi, New York, had gross income of \$1,677,000 in 1981 on billings of \$11,180,000. In 1980, it reported gross income of \$1,476,000 on billings of \$8,416,000. Volume in 1981 consisted of \$9,270,000 in media and \$1,910,000 in materials and services. In 1980, volume consisted of \$7,179,000 in media and \$1,237,000 in materials and services. Accounts gained: Public Theatre shows, "Annie," "Pirates of Penzance," Lena Horne show, "Nicholas Nickleby," "Crimes of the Heart," "Mass Appeal," "The Dresser," "Dream Girls." Billings breakdown: Newspapers 31%, magazines 2%, radio 11%, spot tv 51%, outdoor 2%, transit 3%. Employees: 29 in one office. Top execs: Matthew Serino, president; Nancy Coyne and Nicholas Nappi, exec vps; Morris Mones, vp. Phone: (212) 869-9824.

Shailer Davidoff Rogers, Fairfield, Conn., had gross income of \$1,600,000 and net income of \$310,000 in the 1981 calendar year on billings of \$7,800,000. In fiscal 1980, it reported gross income of \$1,050,000 and net income of \$80,000 on billings of \$7,000,000. Volume in 1981 consisted of \$2,800,000 in media, \$2,000,000 in materials and services and \$3,000,000 in capitalized fees. In 1980, volume consisted of \$2,400,000 in media, \$1,400,000 in materials and services and \$3,200,000 in capitalized fees. Accounts gained: Fine Tool Shops, New York Medical College, Holland America Lines, Infoscand, Cavri, TIE Communications. Lost: First Bank Corp., J.M. Layton Insurance Co. Billings breakdown: Newspapers 40%, magazines 10%, radio 20%, network tv 15%, outdoor 7%, business papers 4%, transit 4%. Employees: 41. Top execs: Denise T. Davidoff, president-ceo; Harold Rogers, chairman; Samuel Zurich, exec vp-coo; Judith Eden, senior vp-copy. Phone: (203) 255-3425.

Shaller Rubin Associates, New York, had gross income of \$4,100,000 in 1981 on billings of \$27,200,000. In 1980, it reported gross income of \$3,800,000 on billings of \$25,700,000. Volume in 1981 consisted of \$16,700,000 in media, \$5,100,000 in materials and services and \$5,400,000 in capitalized fees. In 1980, volume consisted of \$15,500,000 in media, \$5,100,000 in materials and services and \$5,100,000 in capitalized fees. Accounts gained: Becton-Dickinson Corp.'s Ivers Lee division, Helena Rubinstein, Swank Inc., and Habitacion Leclerc-Haiti. Billings breakdown: Newspapers 18%, magazines 22%, supplements 4%, radio 22%, network tv 25%, spot tv 9%. Employees: 74. Top execs: Mel Rubin, chairman; Milton Shaller, president; Mike Reid, senior exec vp; Arnold Winer, exec vp; Noreen Kremer, senior vp-finance; Robert Storch, vp-media director. Phone: (212) 980-5300.

Sherwood & Schneider, New York, successor to KSW&G Inc., had gross income of \$2,040,000 on billings of \$13,430,000 in 1981, its first year in business. The agency did not break out its 1981 volume. Accounts gained: Hush Puppies (coats and jackets), Beech-Nut baby

food, Parr Securities, Pedro Domecq wines. Lost: *Psychology Today*. Billings breakdown: Newspapers 10%, magazines 35%, supplements 5%, spot tv 35%, business papers 10%, point of sale 5%. Employees: 23 in one office. Top execs: Marvin Schneider, chairman; Lew Sherwood, president; Brendan Hawk and James Massey, exec vps; Ed Zurndorfer, senior vp. Phone: (212) 486-8800.

For more information, see profile on parent agency, Della Femina Travisano & Partners.

The Siesel Co., New York, had estimated gross income of \$1,500,000 in 1981 on billings of \$10,239,582. In 1980, it had estimated gross income of \$1,350,000 on billings of \$9,000,000. Volume in 1981 consisted of \$4,254,127 in media, \$649,455 in materials and services and \$5,336,000 in capitalized fees. The agency did not provide a volume breakdown for 1980. Billings breakdown: Newspapers 12%, magazines 40%, radio 10%, business papers 28%, point of sale 5%, direct mail 5%. Employees: 41 in two offices. Top exec: Alfred Siesel, president. Phone: (212) 759-6500.

Silverman Mower Advertising, Syracuse, N.Y., had gross income of \$3,084,851 in 1981 on billings of \$20,057,595. In 1980, it reported gross income of \$2,086,602 on billings of \$14,837,271. Volume in 1981 consisted of \$6,242,995 in media, \$5,687,612 in materials and services and \$8,126,988 in capitalized fees. In 1980, volume consisted of \$4,537,746 in media, \$3,316,266 in materials and services and \$6,983,259 in capitalized fees. Accounts gained: Champion Products Inc., Raymond Corp., O'Brien & Gere Engineers, Municipal Electrical Utilities Assn. Lost: Blue Cross/Blue Shield of Central New York, Welch Allyn, Instruments for Cardiac Research. Billings breakdown: Newspapers 27%, magazines 12%, supplements 1%, radio 8%, spot tv 22%, outdoor 1%, business papers 3%, farm publications 5%, point of sale 0%, direct mail 12%. Employees: 72 in one office. Top execs: Eric Mower, president-ceo; Deborah Subbarao, senior vp-operations. Phone: (315) 472-4703.

Simons Michelson Zieve, Troy, Mich., reported gross income of \$2,350,000 in 1981 on billings of \$13,193,000. In 1980, it reported gross income of \$1,900,000 on billings of \$10,415,000. Volume in 1981 consisted of \$9,537,000 in media, \$1,200,000 in materials and services and \$2,456,000 in capitalized fees. In 1980, volume consisted of \$7,613,000 in media, \$1,215,000 in materials and services and \$1,587,000 in capitalized fees. Accounts gained: Hiram Walker brands—Walker's Deluxe Bourbon, Imperial, Ten High Bourbon, Two Fingers Tequila, Stainless Steel Inc., Royal Lincoln Mercury/AMC, Michigan Opera Theatre, Greater Lansing Auto Dealers Assn. Lost: Bob's Big Boy East. Billings breakdown: Newspapers 22%, magazines 9%, radio 18%, spot tv 27%, outdoor 18%, transit 3%, point of sale 2%, direct mail 1%. Employees: 50 in one office. Top execs: Morton Zieve, chairman; James A. Michelson, president; Evelyn Keller, exec vp. Phone: (313) 649-5600.

Simpson Marketing Communications, Columbus, O., reported gross income of \$1,969,362 in 1981 on billings of \$7,550,441. The agency did not report for 1980. Volume in 1981 consisted of \$1,768,956 in media, \$3,388,568 in materials and services and \$2,392,917 in capitalized fees. Accounts gained: Bernardo Sandals, division of R.G. Barry Corp. Lost: None. Billings breakdown: Newspapers 5%, magazines 3%, supplements 2%, radio 31%, spot tv 46%,

outdoor 3%, business papers 10%. Employees: 24 in one office. Top execs: George F. Fox, president; Huber R. Smith, exec vp. Phone: (614) 481-8371.

Slater, Hanft, Martin, New York, had gross income of \$3,267,000 on billings of \$21,900,000 in 1981, its first full year in business. Volume consisted of \$18,632,000 in media, \$600,000 in materials and services and \$2,668,000 in capitalized fees. Accounts are: Richardson-Vicks, Konishiroku Corp., Group W, Can Corp. of America, MEM, Citicorp, Morrison's, Rainbow Services, Decorators Warehouse, Zoetrope Studios, New York School for Circus Arts. Billings breakdown: Newspapers 5%, magazines 20%, radio 5%, network tv 40%, spot tv 30%. Employees: 20 in one office. Top execs: Gerald Martin, president; Donald Slater, Adam Hanft, creative directors. Phone: (212) 753-3100.

Mike Sloan Inc., Miami, had gross income of \$2,560,000 in 1981 on billings of \$17,063,232. In 1980, it reported gross income of \$2,400,000 on billings of \$16,417,500. Volume in 1981 consisted of \$13,500,385 in media, \$1,473,616 in materials and services and \$2,089,231 in capitalized fees. In 1980, volume consisted of \$13,300,000 in media, \$1,450,000 in materials and services and \$1,667,500 in capitalized fees. Accounts gained: Saxon Business Products, For Eyes Optical Co. Billings breakdown: Newspapers 6%, magazines 17%, supplements 2%, radio 2%, network tv 40%, spot tv 20%, outdoor 2%, business papers 10%, direct mail 1%. Employees: 31 in one office. Top execs: Mike Sloan, president; David Schropfer, exec vp; Mel Richman, senior vp-creative director; Larry Leblang, vp-associate creative director; Phil Schwartz, vp-account supervisor; F.D. Plaia, vp-media director. Phone: (305) 358-4234.

Smith, Badofsky & Raffel, Chicago, reported gross income of \$1,279,650 in 1981 on billings of \$8,533,000. In 1980, it reported gross income of \$390,067 on billings of \$2,601,111. Volume in 1981 consisted of \$2,998,000 in media, \$1,373,000 in materials and services and \$4,162,000 in capitalized fees. In 1980, volume consisted of \$986,000 in media, \$285,000 in materials and services and \$1,330,111 in capitalized fees. Accounts gained: Greatways Corp., The Worldwide Club, Stand-Buys Ltd. Lost: Naked Furniture. Billings breakdown: Newspapers 22%, magazines 12%, radio 22%, spot tv 28%, outdoor 2%, business papers 8%, point of sale 1%, direct mail 5%. Employees: 17 in one office. Top execs: Robert J. Smith, president; Jack Badofsky, William D. Raffel, exec vps. Phone: (312) 661-1500.

Smith, Kaplan, Allen & Reynolds Advertising Agency, Omaha, Neb., reported gross income of \$1,125,105 in 1981 on billings of \$7,501,225. In 1980, it reported gross income of \$901,608 on billings of \$6,010,725. Volume in 1981 consisted of \$4,321,580 in media, \$2,128,540 in materials and services and \$1,051,105 in capitalized fees. In 1980, volume consisted of \$3,369,902 in media, \$1,625,420 in materials and services and \$1,015,403 in capitalized fees. Accounts gained: Applied Communications, Better Business Equipment, Computerland (Omaha-Lincoln-Des Moines), Sioux Tools. Lost: Great Plains Oldsmobile Dealers of Nebraska and Iowa. Billings breakdown: Newspapers 10%, magazines 12%, radio 15%, network tv 5%, spot tv 33%, outdoor 5%, business papers 3%, farm publications 2%, transit 1%, point of sale 2%, direct mail 1%, other 11%. Employees: 33 in one office. Top execs: H. Wayne Smith, president-

treasurer; R.N. Kaplan, exec vp, LaVon C. Eby, first vp. Phone: (402) 330-0110.

Sohlgian & Partners, Southfield, Mich., reported gross income of \$1,425,000 in 1981 on billings of \$9,500,000. In 1980, it reported gross income of \$1,350,000 on billings of \$9,000,000. Volume in 1981 consisted of \$8,200,000 in media and \$1,300,000 in materials and services. In 1980, volume consisted of \$7,850,000 in media and \$1,150,000 in materials and services. Accounts gained: Atlantic Consumers Product Mfg. Co., Chatham Complete Food Centers, Pak-N-Save Markets, Warehouse Way, CKLW-AM, Peschke Packing Co., Naturally Good division, General Electric Automotive Materials Center (pr). Billings breakdown: Newspapers 25%, magazines 5%, radio 15%, outdoor 5%, direct mail 10%. Employees: 35 in one office. Top execs: Arsen Sohlgian, president-treasurer; Sy Lachiusa, exec vp-secretary. Phone: (313) 358-5570.

Specht, Gilbert & Partners, New York, had gross income of \$2,299,000 in 1981, its first full year in business, on billings of \$15,200,000. Volume in 1981 consisted of \$14,000,000 in media, \$700,000 in materials and services and \$500,000 in capitalized fees. Accounts gained: Andrew Jergens, C.B. Fleet, Tender Corp. Billings breakdown: Radio 40%, network tv 40%, spot tv 20%. Employees: 16 in one office. Top execs: Ilon Specht, creative director; Donald Gilbert, president; Steve Bayer and Michael Kammerer, partners. Phone: (212) 371-0590.

Neal Spelce Associates, Austin, Tex., reported gross income of \$1,018,003 in 1981 on billings of \$6,786,679. In 1980, it reported gross income of \$989,742 on billings of \$6,598,281. Volume in 1981 consisted of \$1,313,633 in media, \$823,593 in materials and services and \$4,649,453 in capitalized fees. In 1980, volume consisted of \$1,409,467 in media, \$778,807 in materials and services and \$4,410,007 in capitalized fees. Accounts gained: Alabama Coushatta Indian Reservation, Austin Safe Place, Austin Sunbelt Corp. ("The Estates Above Lost Creek" project), Bennett-Barnes shopping center division, Block House Venture, Geneva Basin Ski Resort in Colorado, Independent Bankers Assn. of Texas, Kerr Cos. (Bradford Hotel), La Posada Hotels in McAllen and Laredo, Lockheed Missiles and Space Co., Austin division, OILTEX Intl., Trammell Crow Co., Austin. Billings breakdown: Newspapers 17%, magazines 35%, radio 6%, spot tv 38%, outdoor 4%. Employees: 23 in one office. Top execs: Neal Spelce, president; William Bennett Spelce, exec vp; Howard Falkenberg, senior vp. Phone: (512) 476-4644.

Franklin Spier Inc., New York, a subsidiary of BBDO International, had gross income of \$2,649,977 and net income of \$165,588 in 1981 on billings of \$17,658,000. In 1980, it reported gross income of \$2,527,544 and net income of \$147,181 on billings of \$16,834,000. Volume in 1981 consisted of \$11,373,000 in media, \$4,395,000 in materials and services and \$1,890,000 in capitalized fees. In 1980, volume consisted of \$10,915,000 in media, \$4,453,000 in materials and services and \$1,466,000 in capitalized fees. Accounts gained: Sabco Communications, Best Publications, Viking/Penguin Publishers, Harper & Row/San Francisco. Billings breakdown: Newspapers 50%, magazines 12%, radio 15%, network tv 2%, spot tv 5%, business papers 3%, transit 1%, point of sale 2%, direct mail 5%, other 5%. Employees: 44 in one office. Top exec: Lee H. Sim-



**Starr/McCombs/Koch**, Honolulu, had estimated gross income of \$1,725,000 in 1981 on billings of \$11,500,000. In 1980, it reported gross income of \$1,425,000 on billings of \$9,500,000. No volume breakout was provided. Accounts gained: County of Maui, Intl. S&L, Princeville Development. Lost: None. Billings breakdown: Newspapers 27%, magazines 12%, radio 23%, spot tv 37%, cable tv 1%. Employees: 31 in one office. Phone: (808) 524-5080.

**Phillip Stogel Co.**, New York, had estimated gross income of \$2,100,000 in 1981 on billings of \$13,560,225. In 1980, it had estimated gross income of \$2,200,000 on billings of \$14,789,728. Volume in 1981 consisted of \$9,550,165 in media, \$3,195,450 in materials and

**Sumner Berry Brown Advertising**, Dallas, reported gross income of \$1,032,900 in 1981 on billings of \$6,886,030. In 1980, it reported gross income of \$663,150 on billings of \$4,420,980. Volume in 1981 consisted of \$4,574,000 in media, \$918,000 in materials and services and \$1,394,030 in capitalized fees. In 1980, volume consisted of \$2,927,360 in media, \$587,520 in

**Symon, Thomas & Hilliard**, New York, had gross income of \$2,136,000 in 1981 on billings of \$22,250,000. In 1980, it reported gross income of \$1,969,000 on billings of \$20,100,000. Volume in both years consisted entirely of media billings. Account gained: Conran's Furniture. Billings breakdown: Newspapers 5%, magazines 11%, radio 4%, network tv 44%, spot tv 30%, business papers 3%, direct mail 2%, other 1%. Top execu-



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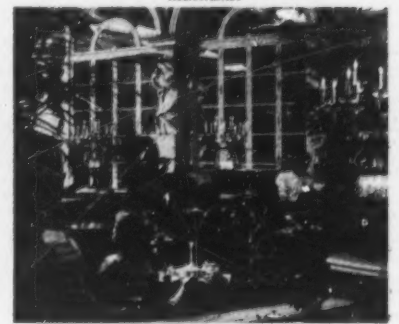
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## Gross income of \$1,000,000 to \$5,000,000

breakdown: Newspapers 7%, magazines 30%, supplements 5%, radio 10%, spot tv 35%, outdoor 5%, business papers 5%, point of sale 3%. Employees: 45 in one U.S. office; 475 in nine offices overseas. Top execs: William Tragos, chairman-ceo; Richard Costello, president; Carole Anne Fine, exec vp. Phone: (212) 725-1150.

**Don Tennant Co.**, Chicago, reported gross income of \$2,697,000 in 1981 on billings of \$24,016,000. In 1980, it reported gross income of \$2,291,000 on billings of \$18,832,000. Volume in 1981 consisted of \$19,534,000 in media, \$2,141,000 in materials and services and \$2,341,000 in capitalized fees. In 1980, volume consisted of \$14,815,000 in media, \$1,684,000 in materials and services and \$2,333,000 in capitalized fees. Accounts gained: Ralston Purina, Thrive Cat Food, Resort Condominium Intl. Lost: Storck USA LP. Billings breakdown: Newspapers 4%, magazines 11%, supplements 4%, network tv 67%, spot tv 14%. Employees: 45 in one office. Top execs: Don Tennant, chairman; Roland Waller, vice-chairman; Thomas Prchal, president; Denis Naylor, senior vp. Phone: (312) 644-4600.

**Three Arts Inc.**, Cedar Rapids, Iowa, reported gross income of \$1,385,418 in 1981 on billings of \$7,993,376. In 1980, it reported gross income of \$1,020,238 on billings of \$7,046,061. No volume breakdown was provided. Accounts gained: Chromalloy farm equipment division, Commuter Industries. Billings breakdown: Newspapers 4%, magazines 5%, radio 18%, spot tv 23%, outdoor 1%, farm publications 49%. Employees: 23 in one office. Top execs: Stanton L. Priske, president; Larry D. Buchanan, exec vp. Phone: (319) 365-7572.

**Tromson Monroe Advertising**, New York, had gross income of \$2,550,000 in 1981 on billings of \$17,000,000. In 1980, it reported gross income of \$1,950,000 on billings of \$13,000,000. Volume in 1981 consisted of \$11,000,000 in media, \$3,000,000 in materials and services and \$3,000,000 in capitalized fees. In 1980, volume consisted of \$8,000,000 in media, \$2,400,000 in materials and services and \$2,600,000 in capitalized fees. Accounts gained: Irish Tourist Board (projects), Party Cruises. Lost: Rye Town Hilton. Billings breakdown: Newspapers 65%, magazines 15%, radio 10%, spot tv 5%, point of sale 5%. Employees: 40 in two offices. Top execs: Mario Trombone, chairman-president; Diana Urban, president-T.M.P.R. division, Ilse Trombone, chief operating officer. Phone: (212) 752-8660.

**Trout & Ries Advertising**, New York, had gross income of \$4,493,070 in 1981 on billings of \$29,780,208. In 1980, it reported gross income of \$3,535,362 on billings of \$23,569,080. Volume in 1981 consisted of \$21,138,000 in media, \$1,156,000 in materials and services and \$7,486,208 in capitalized fees. In 1980, volume consisted of \$16,727,000 in media, \$1,012,500 in materials and services and \$5,829,580 in capitalized fees. Accounts gained: NBC Radio's fm group, Thrifty Rent-A-Car of New York and New Jersey. Billings breakdown: Newspapers 20%, magazines 24%, radio 27%, spot tv 16%, business papers 12%, transit 1%. Employees: 70 in one office. Top execs: Al Ries, chairman; Jack Trout, president; Steve Rivkin, exec vp. Phone: (212) 869-8888.

**Douglas Turner Inc.**, Newark, N.J., and its Boston subsidiary Silton/Turner, had gross income of

\$1,434,884 in 1981 on billings of \$10,203,000. In 1980, it reported gross income of \$1,392,250 on billings of \$10,178,000. It did not break out its volume for either year. Accounts gained: E.J. Brooks Co., Cynex Mfg. Corp., Gil-Flex Rentals, L'Orbette Co., Supersaver Heating Products, United Health Services' Acne Treatment Medical Center and its Nutri-System Weight Loss Centers. Lost: Carteret Savings & Loan Assn. Billings breakdown: Newspapers 25%, magazines 10%, radio 20%, spot tv 25%, business papers 20%. Employees: 40 in two offices. Top execs: Douglas J. Turner, president; Robert R. Chaffee, senior vp. Phone: (201) 623-4506.

**Tycer-Fultz-Bellack**, Palo Alto, Cal., reported gross income of \$1,521,153 and net income of \$93,252 in 1981 on billings of \$10,753,493. In 1980, it reported gross income of \$1,179,963 and net income of \$26,055 on billings of \$8,393,850. Volume in 1981 consisted of \$2,879,771 in media, \$609,252 in materials and services and \$7,264,470 in capitalized fees. In 1980, volume consisted of \$1,929,868 in media, \$524,725 in materials and services and \$5,939,257 in capitalized fees. Accounts gained: Centigram Corp., Falco Data Products, Software Publishing, Systel Computers. Lost: Avantek Inc., Logisticon Inc. Billings breakdown: Magazines 95%, other 5%. Employees: 35 in one office. Top execs: Del Tycer, Robert Fultz, Dan Bellack, all principals. Phone: (415) 328-6300.

**Valentine-Radford**, Kansas City, reported gross income of \$4,771,500 in 1981 on billings of \$32,655,815. In 1980, it reported gross income of \$4,292,300 on billings of \$29,429,940. Volume in 1981 consisted of \$17,035,120 in media, \$5,432,323 in materials and services and \$10,188,372 in capitalized fees. In 1980, volume consisted of \$13,885,756 in media, \$5,085,744 in materials and services and \$10,458,440 in capitalized fees. Accounts gained: Ceva Laboratories, Gott, Overhead Door, K.C. Comets, Marketforce, First American Warranty, North Supply. Lost: American Charter, Namolco, American Nurses, Hillyard, MFA Inc. Billings breakdown: Newspapers 10%, magazines 7%, radio 15%, spot tv 15%, outdoor 10%, business papers 5%, farm publications 25%, point of sale 3%, direct mail 10%. Employees: 93 in one office. Top execs: G.W. Hawley, chairman; Robert A. Brooks, president; Robert C. Lang, senior exec vp; Rowena Langford, senior vp. Phone: (816) 342-5021.

**Van Brunt & Co.**, New York, had gross income of \$2,715,000, including \$580,000 in non-U.S. income, in 1981 on billings of \$23,152,125, of which \$8,250,000 was in non-U.S. volume. In 1980, it reported gross income of \$2,437,500, including \$600,000 in non-U.S. income, on billings of \$21,561,500, of which \$8,500,000 was overseas volume. U.S. volume in 1981 consisted of \$9,150,000 in media, \$1,500,000 in materials and services and \$4,252,125 in capitalized fees. In 1980, volume consisted of \$8,600,000 in media, \$1,420,000 in materials and services and \$3,041,500 in capitalized fees. Figures include two subsidiaries, Van Brunt/Schaeffer PR and Van Brunt/Mahta Travel Marketing & Management. Accounts gained: Tampax Maxithins (Puerto Rico, Hispanic markets), Lebarh Friedman, Aerolineas Argentinas, Port Authority of N.Y.-N.J., Thomas Cook; Roberta di Camerino, U.S. Government (GSA). Lost: Ilias Lalaounis. Billings breakdown: Newspapers 20%, magazines 30%, radio 18%, spot tv 22%, business

papers 6%, point of sale 1%, direct mail 3%. Employees: 50 in its one U.S. office. Top execs: Edwin Van Brunt, chairman; Albert Van Brunt, president; Richard Barker and Howard Karps, senior vp; Robert Gass, media director; William Buckley, broadcast director; P.F. Mahta, president-travel marketing; Lou Garcia, director-pr. Phone: (212) 949-1300.

**VanSant, Dugdale & Co.**, Baltimore, reported gross income of \$4,203,264 in 1981 on billings of \$28,021,760. In 1980, it reported gross income of \$3,621,598 on billings of \$24,143,987. Volume in 1981 consisted of \$19,218,320 in media, \$3,405,313 in materials and services and \$5,398,127 in capitalized fees. In 1980, volume consisted of \$15,759,093 in media, \$2,497,320 in materials and services and \$5,887,574 in capitalized fees. Accounts gained: Aircraft Armaments (corporate), Giant Foods Stores, Phillips Seafood Restaurants. Lost: Cambridge Wire Cloth Co., Trojan Yacht, WIP-AM, WMMR-FM. Billings breakdown: Newspapers 20%, magazines 36%, radio 11%, network tv 4%, spot tv 15%, outdoor 1%, business papers 13%. Employees: 89 in two offices. Top execs: N. VanSant, chairman; R.J. Sachs, president; R.V. Walsh, senior vp, marketing; D.B.S. Catling, senior vp, account management; S. Levin, senior vp, creative; K.E. Mayhorne, senior vp, account management; E.P. McDonough, senior vp, financial and administration; J.S. Paulus, senior vp, creative; S.T. Taule, senior vp, media. Phone: (301) 539-5400.

**Vantage Advertising & Marketing Associates**, San Leandro, Cal., reported gross income of \$1,980,000 in 1981 on billings of \$10,457,000. In 1980, it reported gross income of \$1,360,000 on billings of \$9,760,000. Volume in 1981 consisted of \$9,872,000 in media and \$585,000 in materials and services. In 1980, volume consisted of \$9,438,000 in media and \$322,000 in materials and services. Accounts gained: S&W Fine Foods, a Columbia Coffee division. Billings breakdown: Newspapers 15%, magazines 20%, radio 5%, network tv 50%, other (collateral 5%, trade publications 5%) 10%. Employees: 22 in one office. Top exec: Charles B. Foll, president. Phone: (415) 352-3640.

**Vicom Associates**, San Francisco, reported gross income of \$2,174,877 in 1981 on billings of \$25,593,738. In 1980, it reported gross income of \$1,787,405 on billings of \$20,296,951. Volume in 1981 consisted of \$6,235,947 in media, \$4,851,361 in materials and services and \$14,506,430 in capitalized fees. In 1980, volume consisted of \$4,168,401 in media, \$4,206,559 in materials and services and \$11,921,991 in capitalized fees. Accounts gained: BioSyntec, CardioKinetics, Second Foundation, McGhan, SmithKline Diagnostics. Lost: McGhan, Second Foundation. Billings breakdown: Magazines 49%, radio 1%, direct mail 10%, other 40%. Employees: 45 in two offices. Top execs: Robert W. Buechert, Reginald A. Bowes, Thomas C. Spooner. Phone: (415) 391-8700.

**Waldbillig & Besteman**, Madison, Wis., reported gross income of \$1,221,301 in 1981 on billings of \$8,145,056. In 1980, it reported gross income of \$1,052,034 on billings of \$7,016,085. Volume in 1981 consisted of \$961,851 in media, \$1,173,119 in materials and services and \$6,010,086 in capitalized fees. In 1980, volume consisted of \$961,668 in media, \$1,001,352 in materials and services and \$7,016,085 in capitalized fees. Accounts gained: Airwaves magazine, Complete Channel TV, Hemokinetix, M&I Bank of Madison, Medical Answering Service, Middleton Springs Shopping Center, Outpa-

tient Rehabilitation Service, SAJAC Co., WECC, Nakoma Dental Clinic. Lost: Home S&L Assn., ICU Services Corp., AAA of Wisconsin. Billings breakdown: Newspapers 18%, magazines 4%, radio 14%, spot tv 14%, outdoor 2%, business papers 12%, farm publications 6%, point of sale 2%, direct mail 7%, other (collateral) 21%. Employees: 29 in one office. Top execs: William J. Waldbillig, Robert H. Besteman. Phone: (608) 238-4767.

**Warner, Bicking & Fenwick**, New York, had gross income of \$1,914,816 in 1981 on billings of \$12,670,000. In 1980, it reported gross income of \$1,878,560 on billings of \$12,550,000. Volume in 1981 consisted of \$3,800,150 in media, \$563,700 in materials and services and \$8,306,150 in capitalized fees. In 1980, volume consisted of \$3,760,000 in media, \$565,000 in materials and services and \$8,205,000 in capitalized fees. Accounts gained: E. Leitz Inc.'s slide projectors, Minox cameras and Braun electronic flashes, Connecticut General Life Insurance (special projects). Lost: Ilford Corp. Billings breakdown: Newspapers 5%, magazines 30%, radio 20%, spot tv 5%, business papers 25%, point of sale 10%, direct mail 5%. Employees: 25 in one office. Top execs: John F. Bicking, chairman; Jack Warner, president-creative director; Ed Sutherland, senior vp-marketing; Andy Morris, vp. Phone: (212) 759-7900.

**Warren/Kremer Advertising**, New York, had gross income of \$1,200,000 in 1981 on billings of \$8,185,000. In 1980, it reported gross income of \$865,000 on billings of \$5,750,000. The agency did not break out volume for either year. Accounts gained: Resorts Intl., Triboro Telephone Planning, First Mortgage Investors, Cunard-U.K. Hotels, Hotel Wilmington, Lynott Tours, Robert F. Warner Inc. Lost: Groups Unlimited Inc. Billings breakdown: Newspapers 30%, magazines 35%, radio 5%, spot tv 5%, outdoor 4%, business papers 15%, transit 1%, point of sale 2%, direct mail 3%. Employees: 28. Top execs: Peter Warren, president; John H. Pollock, exec-vp. Phone: (212) 686-2914.

**Weber Cohn & Riley**, Chicago, reported gross income of \$1,335,000 in 1981 on billings of \$10,001,050. In 1980, it reported gross income of \$1,697,000 on billings of \$11,300,600. Volume in 1981 consisted of \$5,160,000 in media, \$739,000 in materials and services and \$4,102,050 in capitalized fees. In 1980, volume consisted of \$5,985,000 in media, \$780,000 in materials and services and \$4,535,600 in capitalized fees. Accounts gained: Chicagoland Chrysler-Plymouth Dealers Assn., Rolm Telecommunications (pr), Heitman Financial Services, Chicago White Sox. Lost: Home Federal Savings of Chicago, resigned WKQX-FM, Chicago. Billings breakdown: Newspapers 21%, magazines 8%, supplements 5%, radio 10%, spot tv 35%, outdoor 3%, business papers 3%, transit 2%, point of sale 1%, direct mail 2%, other (collateral) 10%. Employees: 23 in one office. Top execs: Ronald I. Cohn, chairman; James V. Riley, president. Phone: (312) 527-4260.

**Weekley & Penny**, Houston, reported gross income of \$1,826,143 in 1981 on billings of \$15,946,138. In 1980, it reported gross income of \$1,628,194 on billings of \$14,080,609. Volume in 1981 consisted of \$4,994,434 in media, \$1,617,680 in materials and services and \$9,334,044 in capitalized fees. In 1980, volume consisted of \$4,606,916 in media, \$1,488,489 in materials and services and \$7,985,204 in capitalized fees. Accounts gained: TRW Mission, Moore Paper Co. Lost: GreenMark,

Joske's of Houston, Playhouse Toys, Republic Bank of Houston. Billings breakdown: Newspapers 25%, magazines 28%, radio 2.9%, spot tv 18%, outdoor 6.1%, business papers 4.9%, point of sale 5.2%, direct mail 1.6%, other 8.3%. Employees: 45 in one office. Top execs: C.R. Penny, president. Phone: (713) 529-4861.

**Weightman Inc.**, Philadelphia, had gross income of \$4,650,000 in 1981 on billings of \$31,000,000, all in media. In 1980, it reported gross income of \$4,000,000 on billings of \$27,000,000, all in media. Accounts gained: Tastykake Inc., Blue Cross of Greater Philadelphia and X-ACTO. Billings breakdown: Newspapers 10%, magazines 10%, radio 4%, network tv 34%, spot tv 33%, business papers 5%, other 4%. Employees: 84. Top execs: Charles Coffey, president-ceo; Gordon Patrizio, exec vp; David Jordan, senior vp. Phone: (215) 561-6100.

**Weil, Levy & King**, Buffalo, N.Y., had gross income of \$1,150,645 and net income of \$42,074 in 1981 on billings of \$7,657,650. In 1980, it reported gross income of \$1,173,122 and net income of \$129,231 on billings of \$7,875,232. Volume in 1981 consisted of \$3,723,138 in media, \$1,214,187 in materials and services and \$2,720,325 in capitalized fees. In 1980, volume consisted of \$3,983,705 in media, \$777,141 in materials and services and \$3,114,386 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 10.7%, radio 18%, spot tv 41%, outdoor 4.6%, transit 0.7%. Employees: 34 in one office. Top execs: Peter King, president; David I. Levy, chairman. Phone: (716) 853-6755.

**Weitzman, Dym & Associates**, Washington, had estimated gross income of \$1,800,000 in 1981 on billings of \$12,000,000, all in media. In 1980, it reported gross income of \$1,650,000 on billings of \$10,000,000, all in media. Accounts gained: Marriott Corp., National Symphony Orchestra, Kaiser, P.S.A.E., a subsidiary of A.I.A., and WPGC AM/FM. Accounts lost: Desks & Furnishings. Billings breakdown: Newspapers 20%, magazines 20%, radio 23%, spot tv 25%, business papers 5%, transit 1%, point of sale 2%, direct mail 2%, other 2%. Employees: 40 in two offices. Top execs: Alan Weitzman, chairman-creative director; Diane S. Dym, president. Phone: (301) 652-7035.

**West & Gentry Advertising**, Rockford, Ill., reported gross income of \$1,605,930 in 1981 on billings of \$4,759,452. In 1980, it reported gross income of \$1,579,000 on billings of \$3,956,748. Volume in 1981 consisted of \$1,380,886 in media, \$225,044 in materials and services and \$3,153,522 in capitalized fees. In 1980, volume consisted of \$947,600 in media, \$178,400 in materials and services and \$2,830,748 in capitalized fees. Accounts gained: W.A. Whitney Corp., Rock Valley Network, Rolshair Inc., First National Bank of Freeport, Sears Mfg. Lost: The Bedroom of Indiana, Larson's Furniture. Billings breakdown: Newspapers 10%, magazines 57%, radio 5%, spot tv 15%, outdoor 4%, farm publications 3%, point of sale 3%, direct mail 3%. Employees: 18 in one office. Top execs: Robert A. West, president; Colin Gentry, David Sundstedt and Walter Liddle, vps. Phone: (815) 968-5552.

**Widerschein/Strandberg**, Toledo, O., reported gross income of \$4,142,756 in 1981 on billings of \$12,013,209. In 1980, it reported gross income of \$3,294,817 on billings of \$9,244,408. Volume in 1981 consisted of \$1,530,273 in media, \$1,224,396 in materials and services and \$9,258,540 in capitalized fees.



In 1980, volume consisted of \$1,268,884 in media, \$976,620 in materials and services and \$6,998,904 in capitalized fees. Accounts gained: Abex Friction Products, Rockwool Industries in Denver, Metropolitan Savings, Shushanna Corp. in Denver, Shakespeare (Columbia, S.C.), Reliance Electric Co. Lost: Eljer Plumbing-ware in Pittsburgh. Billings breakdown: Newspapers 5%, magazines 20%, radio 2%, spot tv 2%, business papers 20%, direct mail 10%, other (sales promo 26%, collateral 15%) 41%. Employees: 53 in one office. Top execs: William R. Markin, exec vp-marketing & planning; Kenneth G. Lauerer, exec vp-account services; G. Edward Gibbs, exec vp-creative director. Phone: (419) 841-7744.

**Edwin Bird Wilson Inc.**, New York, had gross income of \$2,867,500 and net income of \$90,000 in 1981 on billings of \$22,595,771. In 1980, it reported gross income of \$2,775,000 and net income of \$150,000 on billings of \$22,246,583. Volume in 1981 consisted of \$14,693,309 in media, \$3,899,895 in materials and services and \$4,002,567 in capitalized fees. In 1980, volume consisted of \$15,293,309 in media, \$3,304,929 in materials and services and \$3,648,345 in capitalized fees. Accounts gained: American Banker, Ernst & Whinney, Schenectady Savings Bank. Lost: State Street Boston Corp. Billings breakdown: Newspapers 30%, magazines 35%, radio 5%, spot tv 15%, outdoor 5%, business papers 10%. Employees: 61. Top execs: Delano Ladd Jr., president; Peter Post, Hugh Donlon, exec vps; Gene Grayson, senior vp. Phone: (212) 684-5220.

**Winchell Marketing Communications**, Philadelphia, had estimated gross income of \$1,200,000 in 1981 on billings of \$8,000,000, all in media. In 1980, it had estimated gross income of \$1,050,000 on billings of \$7,000,000, all in media. Accounts gained: Duralith Corp., Namolco Inc., National Electronic Information Corp., Threshold Technology, Universal Health Services. Lost: Omark Industries Trak-Lok division. Billings breakdown: Newspapers 10%, magazines 5%, radio 5%, business papers 30%, direct mail 10%, other 40%. Employees: 17. Top execs: Frederick Gloeckner, chairman; Henry Blynn, president. Phone: (215) 568-1770.

**Winius-Brandon Advertising**, Houston, reported gross income of \$2,323,724 and net income of \$453,563 in 1981 on billings of \$14,597,016. In 1980, it reported gross income of \$2,038,355 and net income of \$397,863 on billings of \$12,804,401. Volume in 1981 consisted of \$9,528,440 in media, \$2,687,006 in materials and services and \$2,381,570 in capitalized fees. In 1980, volume consisted of \$8,358,281 in media, \$2,357,023 in materials and services and \$2,089,097 in capitalized fees. Accounts gained: Medley Distilling Co. in Louisville, San Felipe Bank in Houston, Houston Bowling Proprietors, KENR Radio, First Federal Savings in Shreveport. Lost: L.A. Frey Meat Co. of New Orleans, Gulf Coast Cable TV. Billings breakdown: Newspapers 17%, magazines 14%, radio 13%, spot tv 37%, outdoor 10%, other 9%. Employees: 51 in one office. Top execs: Art Casper, chairman-president; Ed Kennard, exec vp; Harold Green, Tom Rudy, senior vps. Phone: (713) 666-1765.

**Winterkorn, Hammond & Lillis**, Rochester, N.Y., had gross income of \$1,260,000 in 1981 on billings of \$8,398,000. In 1980, it reported gross income of \$1,130,000 on billings of \$7,673,000. Volume in 1981 consisted of \$1,162,000 in media, \$866,000 in materials and

services and \$6,370,000 in capitalized fees. In 1980, volume consisted of \$1,535,000 in media, \$1,038,000 in materials and services and \$5,100,000 in capitalized fees. Accounts gained: Corning-PH meter line, premium group-consumer division, and woodburning stove combustor; Bausch & Lomb special corporate assignment; Du Pont (Corian special promotion program.) Billings breakdown: Magazines 20%, radio 5%, spot tv 20%, business papers 45%, point of sale 5%, direct mail 5%. Employees: 31. Top execs: William J. Lillis, chairman; Gerald Winterkorn, president; John E. Hammond, exec vp. Phone: (716) 454-1010.

**Winters Franceschi Callahan**, Phoenix, had estimated gross income of \$1,950,000 in 1981 on billings of \$7,154,210. In 1980, it reported gross income of \$600,000 on billings of \$4,000,000. Volume in 1981 consisted of \$4,000,000 in media, \$1,400,000 in materials and services and \$1,754,210 in capitalized fees. In 1980, volume was not broken down. Accounts gained: American Greyhound Park, Gillett Greyhound Park, Public Transit Administration, Sir George's Buffet, Cudahy Specialty Food Co., Sullivan & Masson. Lost: Las Vegas Downs, Maricopa Community Colleges, Regency House. Billings breakdown: Newspapers 17%, magazines 13%, radio 12%, spot tv 27%, outdoor 7%, other 24%. Employees: 22 in one office. Top execs: Frank L. Callahan, president; James L. Winters, exec vp-secretary/treasurer; Gilbert O. Franceschi, vp. Phone: (602) 274-8775.

**Witherspoon & Associates**, Fort Worth, reported gross income of \$1,419,319 in 1981 on billings of \$9,910,544. In 1980, it reported gross income of \$1,131,235 on billings of \$7,820,901. Volume in 1981 consisted of \$2,805,042 in media, \$946,664 in materials and services and \$6,158,838 in capitalized fees. In 1980, volume consisted of \$2,216,254 in media, \$749,610 in materials and services and \$4,855,037 in capitalized fees. Accounts gained: Alliance Fabrication, Adobe Oil, Americana Hotel, Total Assets Protection, Contract Interiors, Mapco, Dixico, Oryx Realty, Kuwait Real Estate Investment Consortium, Financial Marketing, Southfield Development Co. Lost: Wolfe Nursery, Foot Dynamics, Chickasha Cotton Oil Co., Fort Worth Steel & Machinery, Earth Resources, Harris Hospital, Westgate Fabrics. Billings breakdown: Newspapers 17%, magazines 12%, supplements 2%, radio 10%, spot tv 48%, outdoor 4%, business papers 5%, transit 1%, other 1%. Employees: 38 in one office. Top execs: R. Rienstra, president; F. Burkett, exec vp-advertising; Preston Figley, exec vp-pr. Phone: (817) 335-1373.

**Womack/Claypoole/Griffin**, Dallas, reported gross income of \$1,469,800 and net income of \$212,076 in 1981 on billings of \$9,798,945. In 1980, it reported gross income of \$1,020,091 and net income of \$235,992 on billings of \$6,802,252. Volume in 1981 consisted of \$4,251,483 in media and \$5,547,462 in capitalized fees. In 1980, volume consisted of \$3,514,223 in media and \$3,288,029 in capitalized fees. Accounts gained: Industrial Molding, Redman Homes, Citizens Bank, Coca-Cola and Dr Pepper media, Commercial Bank, Colonial Food Stores and Case Power. Lost: Monarch Tile Mfg. Billings breakdown: Newspapers 12%, radio 7%, spot tv 19%, outdoor 8%, business papers 33%, farm publications 16%, point of sale 2%, direct mail 2%, other 1%. Employees: 39 in four offices. Top exec: William R. Claypoole, president. Phone: (214) 620-0300.

**Yaffe Berline Inc.**, Southfield,

Mich., reported gross income of \$1,400,000 in 1981 on billings of \$10,100,000. No figures were reported for 1980. Volume in 1981 consisted of \$7,000,000 in media, \$1,100,000 in materials and services and \$2,000,000 in capitalized fees. Accounts gained: Continental Cablevision of Michigan, Detroit Symphony Orchestra, Delta Dental Plan of Michigan, Advance Mortgage Corp., Allied Accessories & Auto Parts Co., Domestic Violence Prevention & Treatment Board, Health Alliance Plan, Hyatt Regency Hotels in Dearborn and Flint, Michelin Chemical Corp., Pretty Nails (division of Scherer-Thompson), Stablex Corp. (pr), Lakeland Assurance Co., Power Disc Inc., Southeastern Michigan Business Attraction and Expansion Council. Lost: Fred Sanders Co., Borman's Inc., King Automotive. Billings breakdown: Newspapers 30%, magazines 10%, radio 15%, spot tv 30%, transit 2%, point of sale 3%, other 10%. Employees: 25 in one office. Top execs: Fred Yaffe, chairman; James Berline, president; Robert Pops, senior vp. Phone: (313) 552-7800.

**Ed Yardang & Associates**, San Antonio, reported gross income of \$1,025,915 in 1981 on billings of \$8,300,982. In 1980, it reported gross income of \$851,698 on billings

of \$7,794,709. Volume in 1981 consisted of \$1,982,515 in media, \$1,532,778 in materials and services and \$4,785,689 in capitalized fees. In 1980, volume consisted of \$1,314,226 in media, \$1,171,230 in materials and services and \$5,309,253 in capitalized fees. Accounts gained: Coca-Cola U.S.A. (national-Hispanic), Negley Paint Co., Southwest General Hospital, The Mennen Co. (Hispanic-test market), Knorr Swiss (Hispanic-test market), Cotija & Texas Inc. Lost: San Antonio Convention & Visitors' Bureau, La Mansion Hotels, La Posada Hotels at McAllen and Laredo, USAA Life, King Ranch, First Intl. Bank of San Antonio. Billings breakdown: Newspapers 11%, magazines 24%, radio 35%, spot tv 12%, outdoor 18%. Employees: 29 in one office. Top execs: Beverly N. Coiner, chairman-creative director; Warren E. Stewart, president-ceo/member of the board; Guadalupe Garcia, senior vp-member of the board. Phone: (512) 227-8141.

**Yellow Pages Marketing Services**, Mequon, Wis., reported gross income of \$1,508,000, including \$49,500 in overseas income, in 1981 on billings of \$10,058,000. In 1980, it reported gross income of \$1,106,500 including non-U.S. income of \$46,500 on billings of \$7,370,000.

Non-U.S. billings included \$330,000 in 1981 and \$310,000 in 1980. Volume for both years was all in media. Accounts gained: The agency gained 47 clients and lost three. Billings breakdown: Yellow Pages 100%. Employees: 38 in five offices. Top execs: T.F. Scannell Jr., chairman-ceo; R.C. Miller, president; vps, R.B. Kennedy, J.F. Ponce, K.L. Smith, M.G. Young. Phone: (414) 241-8600.

**Zylke Affiliates**, Glenview, Ill., reported gross income of \$1,524,032 in 1981 on estimated billings of \$8,641,261. In 1980, it reported gross income of \$1,270,900 on billings of \$8,473,000. Volume in 1981 consisted of \$3,556,515 in media, \$1,754,000 in materials and services and \$3,330,746 in capitalized fees. In 1980, volume consisted of \$3,824,000 in media, \$1,032,000 in materials and services and \$3,619,000 in capitalized fees. Accounts gained: Fel-Pro (chemical products division) LaBour Pump Co., Alnor Instrument Co., Imperial Cleveite Inc. (corporate). Lost: Mark Controls Corp. (valve divisions). Billings breakdown: Business papers 60%, farm publications 1%, direct mail 10%, other 29%. Employees: 30 in two offices. Top execs: Ralph B. Zylke, president-treasurer, Charles H. Puls, vp-secretary. Phone: (312) 998-4800.

## Agencies: Under \$1,000,000

**AMS Advertising**, New York, had gross income of \$580,500 in 1981 on billings of \$4,020,000. In 1980, it reported gross income of \$388,500 on billings of \$2,960,500. Volume in 1981 consisted of \$2,738,000 in media, \$1,115,000 in materials and services and \$167,000 in capitalized fees. In 1980, volume consisted of \$2,070,500 in media, \$770,000 in materials and services and \$120,000 in capitalized fees. Accounts gained: Sanyo Business Systems (computer, dictating machines, telephone answering machines and cash registers divisions), Zenith Laboratories. Billings breakdown: Newspapers 10%, magazines 40%, radio 15%, spot tv 15%, business papers 10%, transit 1%, point of sale 9%. Employees: 15 in one office. Top execs: Stanley Pearlman, president; Donald Aaronson, exec vp. Phone: (212) 683-7030.

**AN Partners**, Los Angeles, reported gross income of \$367,000 in 1981 on billings of \$3,363,840. In 1980, it reported gross income of \$241,000 on billings of \$2,515,000. Volume in 1981 consisted of \$2,200,000 in media, \$150,000 in materials and services and \$1,013,840 in capitalized fees. In 1980, volume consisted of \$1,600,000 in media, \$115,000 in materials and services and \$800,400 in capitalized fees. Accounts gained: Balloon Bouquets, Bolt Corp., Gallery of Eskimo Art, Lelouch de Paris eyewear, Main Street Assn. of Santa Monica, Papel giftware, Redken Laboratories (intl. and education division; creative projects), Sports Locker. Lost: Tiger Air (moved to Atlanta). Billings breakdown: Newspapers 15%, magazines 35%, radio 5%, network tv 10%, spot tv 15%, business papers 5%, point of sale 10%, direct mail 5%. Employees: 12 in one office. Top execs: Arthur Guerrero, president-creative director; James L. Price, senior vp-managing editor. Phone: (213) 652-9014.

**Ackerman Advertising Communications**, Greenvale, N.Y., had gross income of \$575,000 in 1981 on billings of \$4,066,975. In 1980, it reported gross income of \$510,000 on billings of \$3,473,550. Volume in 1981 consisted of \$3,200,000 in media, \$250,000 in materials and services and \$616,975

in capitalized fees. In 1980, volume consisted of \$2,900,000 in media, \$140,000 in materials and services and \$433,550 in capitalized fees. Accounts gained: David Lerner Associates, Nassau Trust Co., The Medney Organization. Lost: Ridgewood Savings Bank. Billings breakdown: Newspapers 25%, magazines 5%, supplements 2%, radio 29%, spot tv 25%, outdoor 2%, business papers 5%, transit 1%, point of sale 1%, direct mail 5%. Employees: 15 in one office. Top execs: Skip Ackerman, president; Ruth Haltman, senior-vp. Phone: (516) 484-5150.

**Adair Associates**, Atlanta, had gross income of \$607,742 in 1981 on billings of \$3,265,136. In 1980, it reported gross income of \$733,080 on billings of \$3,520,049. Volume in 1981 consisted of \$126,925 in media, \$1,533,889 in materials and services and \$1,604,322 in capitalized fees. In 1980, volume consisted of \$124,731 in media, \$2,036,025 in materials and services and \$1,359,293 in capitalized fees. Accounts gained: Belton Corp., Charter Medical Corp., Coca-Cola USA, Coca-Cola Co., TUTAG. Billings breakdown: Newspapers 15.5%, magazines 33%, radio 25%, spot tv 26.5%. Employees: 14. Top exec: William M. Adair, president. Phone: (404) 351-8424.

**Adams, Rickard & Mason**,

Glastonbury, Conn., had gross income of \$956,507 in 1981 on billings of \$6,379,902. In 1980, it reported gross income of \$577,884 on billings of \$3,854,486. Volume in 1981 consisted of \$2,151,737 in media, \$809,890 in materials and services



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## Gross income under \$1,000,000

and \$3,418,275 in capitalized fees. In 1980, volume consisted of \$1,135,906 in media, \$402,930 in materials and services and \$2,315,650 in capitalized fees. Accounts gained: Conard Corp., Kenney Mfg., Stewart-Warner Corp. of Canada Ltd.'s Alemite and Bassick divisions, Branson Cleaning Equipment Co., Windham Software. Lost: Kelsey Co., Stanley Latin America sales and power tools. Billings breakdown: Newspapers 6%, magazines 28%, supplements 1%, spot tv 1%, outdoor 1%, business papers 57%, farm publications 1%, other 5%. Employees: 23 in one office. Top execs: Frederick C. Adams, chairman-ceo; Albert D. Mason, president; Jonathan S. Rickard, exec vp-creative director. Phone: (201) 659-1311.

**Adams & Longino Advertising**, Greenville, N.C., reported gross income of \$125,198 in 1981 on billings of \$784,016. It did not report for 1980. Volume in 1981 consisted of \$303,919 in media, \$152,415 in materials and services and \$327,682 in capitalized fees. Accounts gained: Torwegge USA, Heesemann Maschinenfabrik, European Woodworking Machinery, First Federal S&L of Pitt County, VideoTrax, Keel Peanut Co., Personnel Service, Carolina Telephone Business Systems, E.C.U. Pirate Club. Lost: None. Billings breakdown: Newspapers 35%, magazines 20%, radio 5%, spot tv 5%, outdoor 10%, business papers 10%, farm publications 10%, point of sale 5%. Employees: Four in one office. Top execs: Frank H. Longino Jr., president; Charles P. Adams Jr., vp. Phone: (919) 752-1914.

**Admark Advertising**, Mason City, Iowa, reported gross income of \$163,460 in 1981 on billings of \$1,015,480. In 1980, it reported gross income of \$152,975 on billings of \$963,508. Volume in 1981 consisted of \$344,948 in media, \$115,588 in materials and services and \$554,944 in capitalized fees. In 1980, volume consisted of \$295,099 in media, \$107,989 in materials and services and \$560,420 in capitalized fees. Accounts gained: Iowa Crop Improvement Assn., Truemed, Ag America, Cook's Inc., General Traffic Controls, Command Hydraulics, Lo-El Inc., Wellborn Industries, Minnesota Electronic Technology, Simonsen Iron Works. Lost: Oriole, Mid-Com, Triad Realty. Billings breakdown: Newspapers 8%, magazines 20%, radio 28%, spot tv 18%, outdoor 4%, farm publications 22%. Employees: Seven in one office. Phone: (515) 424-0191.

**The Advertising Agency**, Chicago, had estimated gross income of \$165,000 in 1981 on billings of \$1,100,000. In 1980, it had estimated gross income of \$130,000 on billings of \$875,000. No volume breakout was provided. Accounts gained: Kay-Ray, Pro-Figurines, Circle Factory Outlet. Lost: Puro Filter Corp. of Illinois, Sights and Sounds Stereo, M.P. Heinze Machine Co. Billings breakdown: Newspapers 10%, magazines 10%, radio 15%, spot tv 25%, outdoor 5%, business papers 5%, point of sale 5%, direct mail 10%, other (collateral) 15%. Employees: Eight in one office. Top exec: Ronald D. Erkes, president. Phone: (312) 341-0044.

**Advertising & Art Council Inc.**, Birmingham, Ala., reported gross income of \$72,441 in 1981 on billings of \$821,790. In 1980, it reported gross income of \$72,450 on billings of \$808,450. Volume in 1981 consisted of \$28,050 in media, \$213,450 in materials and services and \$580,290 in capitalized fees. In 1980, volume consisted of \$28,000 in media, \$213,500 in materials and services and \$566,950 in capitalized

fees. Accounts gained: Donoco, Seako, Webb division of Marmon Industries, Arakon Mfg. Co. of Avalon Beach, Fla. Lost: Alabama Automated Cleaning House Assn. Billings breakdown: Newspapers 25%, radio 10%, network tv 10%, business papers 50%, direct mail 5%. Employees: Seven in one office. Top execs: Ron Council, president; Mark Martin, vp-services. Phone: (205) 591-5500.

**Advertising, Boelter & Lincoln**, Madison, Wis., had estimated gross income of \$560,000 in 1981 on billings of \$2,500,810. It did not report for 1980. Accounts gained: Wisconsin Dells (regional chamber of commerce), State Bank of Freeport, Home S&L, System Five, Rocky Rococo pizza restaurants, Great American Savings, Tommy Bartlett's Robot Village, Nortridge Software, The Woodlands Condominium. Lost: First Milwaukee Savings, W. J. Men's Wear in Mankato, Minn. (resigned), General Telephone of Wisconsin. Billings breakdown: Newspapers 20%, magazines 5%, radio 20%, spot tv 30%, business papers 2%, point of sale 2%, direct mail 5%, other 16%. Employees: 12 in two offices. Top execs: Robert Boelter, president; John Lincoln, exec vp. Phone: (608) 251-3381.

**Advertising Communications**, Davenport, Iowa, had estimated gross income of \$600,000 in 1981 on billings of \$4,000,000. In 1980, it had gross income of \$450,000 on billings of \$3,200,000. Volume in 1981 consisted of \$1,700,000 in media, \$1,300,000 in materials and services and \$1,000,000 in capitalized fees. In 1980, volume consisted of \$1,200,000 in media, \$1,200,000 in materials and services and \$800,000 in capitalized fees. Accounts gained: Ra-Lon Mfg., North Central Foods Systems, Danvershire Inc., Alter Co. (river barge line). Billings breakdown: Newspapers 10%, magazines 10%, supplements 10%, radio 20%, spot tv 5%, outdoor 2%, business papers 2%, point of sale 10%, direct mail 10%, other 20%. Employees: 22 in one office. Top exec: George Ray Bowden Jr., chairman. Phone: (319) 326-4055.

**Advertising Inc.**, Greenville, S.C., reported gross income of \$740,659 in 1981 on billings of \$4,939,514. In 1980, it reported gross income of \$596,776 on billings of \$3,662,156. Volume in 1981 consisted of \$476,660 in media, \$897,939 in materials and services and \$3,564,915 in capitalized fees. In 1980, volume consisted of \$343,178 in media, \$301,150 in materials and services and \$3,017,828 in capitalized fees. Billings breakdown: Newspapers 4%, magazines 20%, radio 6%, business papers 6%, point of sale 41%, direct mail 21%. Employees: 15 in one office. Top exec: Herbert L. Smith, president. Phone: (803) 232-8718.

**Adworks Advertising**, Chicago, reported gross income of \$127,552 in 1981 on billings of \$873,650. In 1980, it reported gross income of \$34,875 on billings of \$225,000. No volume breakout was provided. Accounts gained: Luster products (hair care), Royal Crown Cola, Wahl Clipper Corp., Gamtron Electronics Inc. Lost: Bachelor Quarters men's clothing. Billings breakdown: Newspapers 18%, magazines 21%, radio 37%, spot tv 12%, outdoor 1%, direct mail 6%, other (collateral) 5%. Employees: Seven in one office. Top execs: Robert J. Dale, president; Bernard Boswell, vp. Phone: (312) 664-0384.

**Aikins, Marling & Morris**, San Francisco, reported gross income of \$268,073 in 1981 on billings of \$1,213,000. In 1980, it reported gross income of \$198,516 on billings

## Fahlgren & Ferriss

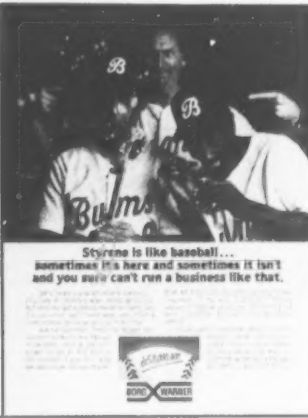
Any creative philosophy behind advertising like ours is simple; treat the trade journal reader just like a consumer. He's the same person. The same guy who watches television and reads *Sports Illustrated* is a design engineer during the day. Nothing changes. No need to switch to boring ads about equipment or plants. As David Ogilvy once said, "the only time you show a picture of your plant is when you want to sell it."



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sometimes it's hard and sometimes it isn't  
and you sure can't run a business like that.

of \$932,000. Volume in 1981 consisted of \$621,000 in media, \$568,655 in materials and services and \$23,345 in capitalized fees. In 1980, volume consisted of \$432,000 in media, \$422,628 in materials and services and \$77,372 in capitalized fees. Accounts gained: Westland Foods, Royal Coach/Buckner Sprinklers, RN Buckwalter Cos., Concentrated Supplement Mfg. Cos. Assn. Billings breakdown: Newspapers 5%, radio 10%, spot tv 7%, business papers 18%, farm publications 25%, point of sale 6%, direct mail 5%, other 24%. Employees: Seven in one office. Top exec: R.D. Aikins, president. Phone: (415) 543-1123.

**Alamo Ad Center**, San Antonio, had estimated gross income of \$650,000 in 1981 on billings of \$4,201,003. It did not report 1980 results. Volume in 1981 consisted of \$3,226,853 in media, \$715,654 in materials and services and \$258,496 in capitalized fees. Accounts gained: Amistad Savings, Oatman's Decorative Centers, Mehren Wine Club, Pro Plus Mills, Holland Soil Stabilizers, Institute of Texas Cultures, Delta Properties, Usher Candy Co., Micro Computers Unlimited and Graham/Merritt & Associates. Lost: Gebhardt, Bexar Co. Coliseum Commission, Auto Search. Billings breakdown: Newspapers 20%, magazines 30%, radio 20%, spot tv 20%, point of sale 5%, direct mail 5%. Employees: Ten in one office. Phone: (512) 225-6294.

**Albright & Price**, Lafayette, Cal., reported gross income of \$171,010 and net income of \$22,662 in 1981 on billings of \$1,109,893. In 1980, it reported gross income of \$124,573 and a net income loss of \$1,858 on billings of \$829,834. Volume in 1981 consisted of \$70,568 in media, \$425,026 in materials and

services and \$614,299 in capitalized fees. In 1980, volume consisted of \$119,718 in media, \$200,073 in materials and services and \$510,043 in capitalized fees. Accounts gained: Bigge Crane Co., MFS Systems. Lost: None. Billings breakdown: Newspapers 39%, magazines 59%, radio 2%, Employees: Five in one office. Top execs: J. Grant Price, Gary E. Albright. Phone: (415) 284-1694.

**Alstin Advertising**, Philadelphia, had estimated gross income of \$500,000 in 1981 on billings of \$3,382,051. In 1980, it had estimated gross income of \$415,000 on billings of \$2,759,500. No volume breakout or billings breakdown were reported. Top exec: Michael V. Schluth, president. Phone: (215) 568-3200.

**Amsterdam Advertising**, Reading, Mass., had gross income of \$125,076 in 1981 on billings of \$797,911. In 1980, it reported gross income of \$88,015 on billings of \$555,456. Volume in 1981 consisted of \$468,907 in media, \$107,431 in materials and services and \$221,573 in capitalized fees. In 1980, volume consisted of \$291,524 in media, \$93,400 in materials and services and \$170,532 in capitalized fees. Accounts gained: Datacube, E.J. Systems, Transistron Controls, Instrument Industries. Lost: Frequency & Time Systems. Billings breakdown: Magazines: 100%. Employees: Two. Top exec: Richard Amsterdam, president. Phone: (617) 944-0634.

**Norman R. Anderson & Associates**, San Antonio, had gross income of \$82,500 in 1981 on billings of \$550,000. In 1980, it reported gross income of \$75,000 on billings of \$500,000. Accounts gained: Mark Schwartzman & Co., Beery Insur-

ance Agency, Mullen & Associates, Freedom Security burglar alarms, Commercial Recorder. Lost: Idea Systems Inc., Marshall Clegg/Associates and Naturelle Ion Cosmetics. Billings breakdown: Newspapers 30%, magazines 30%, radio 10%, business papers 20%, direct mail 10%. Employees: Five. Phone: (512) 656-3440.

**Andrews-Mautner Inc.**, Milwaukee, had estimated gross income of \$870,000 in 1981 on billings of \$5,800,000. In 1980, it had estimated gross income of \$675,000 on billings of \$4,500,000. Volume in 1981 consisted of \$4,850,000 in media and \$950,000 in materials and services. In 1980, volume consisted of \$3,735,000 in media and \$765,000 in materials and services. Accounts gained: Ambrosia Chocolate Co., O.G. Hoyer Inc., Marland Environmental Systems, Trident/Felins Inc., Utility Power Corp., Weckesser Co. Lost: Waukesha Cutting Tools Inc. Billings breakdown: Newspapers 1%, magazines 96%, radio 1%, direct mail 2%. Employees: 22 in one office. Top execs: Don Orlaska, president; Norman Mautner, exec vp; John Rahmlow, corporate vp; Gene Vogel, treasurer; Kit Vernon, secretary. Phone: (414) 344-8040.

**Anesh, Viseltar, Gumbinner**, New York, had gross income of \$914,972 in 1981 on billings of \$6,834,200. In 1980, it reported gross income of \$775,400 on billings of \$5,170,350. Volume in 1981 consisted of \$4,500,000 in media, \$1,100,250 in materials and services and \$1,233,950 in capitalized fees. In 1980, volume consisted of \$3,280,000 in media, \$950,350 in materials and services and \$940,000 in capitalized fees. Accounts gained: WPIX-FM, Babaco Alarm Systems, Maynards Ltd., Oscar de



la Renta division of Kayser-Roth, Jordache division of Top Form Mills. Lost: Leadership Networks, WPIX-FM, Jordache division of Top Form Mills. Billings breakdown: Newspapers 6%, magazines 27%, supplements 15%, radio 10%, spot tv 32%, outdoor 2%, business papers 6%, transit 2%. Employees: 14 in one office. Top exec: Paul Gumbinner, president. Phone: (212) 697-8350.

**The Answer Group**, Wyomissing, Pa., reported gross income of \$57,750 in 1981 on billings of \$2,205,910. In 1980, it reported gross income of \$81,604 on billings of \$1,978,030. Volume in 1981 consisted of \$80,000 in media, \$305,000 in materials and services and \$1,820,910 in capitalized fees. In 1980, volume consisted of \$185,000 in media, \$615,695 in materials and services and \$1,177,335 in capitalized fees. Accounts gained: Weiler Brush Co., Miners National Bank, Berk-Tec Inc., Hamilton Precision Metals, Magnetic Metals, Construction Fasteners, Feel Fine. Lost: None. Billings breakdown: Newspapers 50%, magazines 10%, radio 10%, business papers 30%. Employees: 14 in one office. Top execs: Anthony P. Mikes, president; Thomas D. Reese, exec vp; Rosemary Harvan, treasurer. Phone: (215) 378-1835.

**Ward Archer & Associates**, Memphis, reported gross income of \$953,345 in 1981 on billings of \$6,379,004. In 1980, it reported gross income of \$809,930 on billings of \$5,819,000. Volume in 1981 consisted of \$2,454,380 in media, \$810,492 in materials and services and \$3,114,132 in capitalized fees. In 1980, volume consisted of \$2,064,000 in media, \$1,065,000 in materials and services and \$2,690,000 in capitalized fees. Accounts gained: Mid-South Intl., Agricenter, Sandoz Inc. in San Diego (crop protection division), Plough Broadcasting (WMPB, WHRK radio affiliates), Sharp Mfg. (pr), Southland Video Corp. Lost: Mid-South Fair, Chevrolet Dealers Assn. of Memphis, Olin Corp. agriculture division (crop protection products). Billings breakdown: Newspapers 14%, magazines 37%, radio 19%, spot tv 28%, outdoor 2%. Employees: 30 in one office. Phone: (901) 396-8700.

**Donald L. Arends**, Oak Brook, Ill., reported gross income of \$905,600 in 1981 on billings of \$6,037,600. In 1980, it reported gross income of \$838,800 on billings of \$5,594,800. Volume in 1981 consisted of \$1,417,500 in media, \$3,229,400 in materials and services and \$1,390,700 in capitalized fees. In 1980, volume consisted of \$1,450,600 in media, \$2,724,600 in materials and services and \$1,419,600 in capitalized fees. Accounts gained: Richards-Wilcox Mfg. Co., Guernsey Dell, Portec, Pathfinder division. Lost: Spraying Systems Co. Billings breakdown: Newspapers 15%, magazines 10%, radio 2%, spot tv 2%, business papers 64%, point of sale 2%, direct mail 5%. Employees: 20 in one office. Top execs: Donald L. Arends, ceo; Robert K. Erickson, president. Phone: (312) 323-1220.

**William F. Arens & Associates**, La Jolla, Cal., had estimated gross income of \$300,000 in 1981 on billings of \$2,000,000. In 1980, it had estimated gross income of \$225,000 on billings of \$1,500,000. No volume breakout was provided. Accounts gained: Apogee Publishing, California Commerce Bank, IPS Cos., Webb Irrigation, Hotel Cabo Baja, Cabo San Lucas, Baja California. Lost: Shapel Industries of San Diego. Billings breakdown: Newspapers 40%, magazines 20%, radio 10%, spot tv 15%, business papers 15%. Employees: Eight in three offices. Top execs: William F. Arens, Robert L. Goehring, James

C. Hughes, Judy M. Sterling. Phone: (714) 454-0724.

**N. Armstrong Advertising Agency**, Lubbock, Tex., had estimated gross income of \$81,000 in 1981 on billings of \$543,400. In 1980, it had estimated gross income of \$61,000 on billings of \$408,050. Volume in 1981 consisted of \$400,000 in media, \$10,000 in materials and services and \$133,400 in capitalized fees. In 1980, volume consisted of \$300,000 in media, \$8,000 in materials and services and \$100,050 in capitalized fees. Billings breakdown: Newspapers 20%, magazines 2%, radio 23%, spot tv 25%, outdoor 0.5%, business papers 5%, direct mail 0.5%, other 24%. Employees: One. Nelda Armstrong, owner. Phone: (806) 765-6283.

**Arnold, Hoff & Associates**, Arlington Heights, Ill., reported gross income of \$411,000 in 1981 on billings of \$3,272,500. In 1980, it reported gross income of \$365,000 on billings of \$2,449,500. Volume in 1981 consisted of \$496,000 in media, \$1,109,000 in materials and services and \$1,667,500 in capitalized fees. In 1980, volume consisted of \$449,500 in media, \$1,000,000 in materials and services and \$1,000,000 in capitalized fees. Accounts gained: Kremers-Urban, Job/Search Network, Blue Cross special project, Peltier & Lindberg, Research Products Intl. Lost: None. Billings breakdown: Magazines 20%, direct mail 25%, other 54%. Employees: 12 in one office. Top exec: Noble Arnold, president. Phone: (312) 437-8730.

**Maxwell Arnold, Jackson & Smyth**, San Francisco, reported gross income of \$350,000 and net income of \$2,000 in 1981 on billings of \$2,559,052. Volume in 1981 consisted of \$1,015,000 in media, \$280,000 in materials and services and \$1,264,052 in capitalized fees. Accounts gained: R. Dakin & Co., California for McCloskey, Jack Daniels Distillery, Domaine Chandon, Essex Castle, Roos Bros., Four Seasons Clift Hotel, Simpson Paper Co., Atlas S&L, Garamendi for Governor. Lost: None. Billings breakdown: Newspapers 40%, magazines and trade publications 40%, radio 5%, spot tv 15%. Employees: 12 in one office. Top execs: Maxwell Arnold, president; Joseph Jackson, partner vp-marketing and client services; Jeannine Smyth, partner, vp-finance and administration. Phone: (415) 231-8425.

**Artim Advertising**, Hamilton Square, N.J., had gross income of \$10,261 in 1981 on billings of \$68,632. It did not report its 1980 results. Volume in 1981 consisted of \$4,614 in media, \$13,381 in materials and services and \$50,637 in capitalized fees. Billings breakdown: Magazines 5%, other (collateral) 95%. Employees: One in one office. Top exec: John Artim, president. Phone: (609) 587-3762.

**Ashby & Associates**, Cleveland, had estimated gross income of \$760,000 in 1981 on billings of \$5,119,453. In 1980, it had estimated gross income of \$675,000 on billings of \$4,514,304. No volume breakout was provided for either year. Accounts gained: Anderson Intl. Corp., Harris Calorific (subsidiary of Emerson Electric), Continental Lighting Services, Thermo Quartz Electric Heater Co., Alimentos Extruders. Billings breakdown: Newspapers 15%, magazines 5%, supplements 5%, radio 5%, spot tv 5%, business papers 30%, farm publications 5%, point of sale 5%, direct mail 10%, other 15%. Employees: 22 in two offices. Top exec: John A. Ashby, president. Phone: (216) 781-4464.

**Axelband & Brown & Associates**, Cleveland, reported gross income of \$735,316 in 1981 on billings

of \$7,541,788. In 1980, it reported gross income of \$713,889 on billings of \$7,322,124. Volume in 1981 consisted of \$3,793,330 in media, \$244,686 in materials and services and \$3,503,772 in capitalized fees. In 1980, volume consisted of \$3,682,845 in media, \$237,559 in materials and services and \$3,401,720 in capitalized fees. Billings breakdown: Newspapers 22%, magazines 3%, radio 15%, spot tv 46%, outdoor 0.5%, business papers 4.25%, transit 0.5%, point of sale 2%, direct mail 1.5%, other 5.25%. Employees: 13 in one office. Phone: (216) 831-0440.

**BB&W Advertising**, Boise, Ida., reported gross income of \$217,099 in 1981 on billings of \$1,219,081. In 1980, it reported gross income of \$306,380 on billings of \$1,599,298. Volume in 1981 consisted of \$368,517 in media, \$175,687 in materials and services and \$674,877 in capitalized fees. In 1980, volume consisted of \$531,968 in media, \$249,782 in materials and services and \$817,548 in capitalized fees. Accounts gained: Sun Valley Health Institute, Thriftway Home Centers. Lost: Norm Bishop Volkswagen, United First Federal Savings. Billings breakdown: Newspapers 30%, magazines 2%, radio 22%, spot tv 32%, outdoor 6%, point of sale 1%, direct mail 2%, other (collateral) 5%. Employees: Nine in one office. Top exec: Bruce M. Belcher, president. Phone: (208) 343-2572.

**Melvin E. Bach & Co.**, Montclair, N.J., had estimated gross income of \$82,500 on media billings of \$550,000 in 1981, the only year for which it reported. Billings breakdown: Newspapers 55%, magazines 25%, spot tv 4%, business papers 10%, other 6%. Employees: Four. Top exec: Joseph Paskow, president. Phone: (201) 783-3500.

**Bailey Orner Makstaller**, Cincinnati, reported gross income of \$755,000 and net income of \$10,200 in 1981 on billings of \$2,732,000. In 1980, it reported gross income of \$791,200 and net income of \$84,400 on billings of \$2,938,400. Volume in 1981 consisted of \$810,000 in media, \$498,600 in materials and services and \$1,423,400 in capitalized fees. In 1980, volume consisted of \$975,000 in media, \$584,000 in materials and services and \$1,379,400 in capitalized fees. Accounts gained: Access Corp., Beau Brummell Tie Co., E. Berghausen Chemical Co., Water Refining Co. Billings breakdown: Newspapers 12%, radio 12%, spot tv 15%, business papers 29%, direct mail 2%, other (collateral, fees, etc.) 30%. Employees: 11 in one office. Top execs: Hugh R. Bailey, chairman; John Tepe, president. Phone: (513) 281-1338.

**Russell Baker Inc.**, Buffalo, N.Y., had estimated gross income of \$315,000 in 1981 on billings of \$2,100,000. In 1980, it had estimated gross income of \$225,000 on billings of \$1,500,000. It did not break out volume for either year. Accounts gained: SM Flickinger Co., Buffalo Hilton, Calspan Corp., Consolidated Packaging, Bliley Electronics, National Forge, Presco-tech. Lost: Enidine Inc. Billings breakdown: Newspapers 5%, radio 15%, spot tv 45%, business papers 30%, other 5%. Employees: 10 in one office. Top execs: Russell Baker, president; Robert L. Frasier, exec vp. Phone: (716) 842-6565.

**Perry Ballard Advertising**, St. Joseph, Mich., reported gross income of \$242,577 and net income of \$35,400 in 1981 on billings of \$1,592,564. In 1980, it reported gross income of \$201,156 and net income of \$27,700 on billings of \$1,455,906. Volume in 1981 consisted of \$112,542 in media, \$94,214 in materials and services and \$1,385,808 in capitalized fees. In 1980, volume consisted of \$129,475

in media, \$91,933 in materials and services and \$1,234,498 in capitalized fees. Accounts gained: Dayco Industries, All Season Industries, A.M. Grootendorst Inc., Martin Marietta, Aggregates division. Lost: Benton Harbor Awning & Tent. No billings breakdown was supplied. Employees: 12 in one office. Top exec: Perry Ballard, president. Phone: (616) 983-0611.

**Ballotta, Napurano & Co.**, Springfield, N.J., had gross income of \$488,300 and net income of \$79,600 in 1981 on billings of \$3,869,000. In 1980, it reported gross income of \$216,000 and net income of \$28,800 on billings of \$1,893,200. Volume in 1981 consisted of \$2,417,000 in media, \$1,371,960 in materials and services and \$80,040 in capitalized fees. In 1980, volume consisted of \$1,030,200 in media and \$863,000 in materials and services. Accounts gained: Groov-Pin Corp., Thermo-Electric. Lost: Howe Richardson. Billings breakdown: Newspapers 5%, magazines 10%, radio 15%, business papers 60%, direct mail 10%. Employees: 14 in one office. Top execs: Robert Ballotta, president; Joseph Napurano, exec vp. Phone: (201) 379-6016.

**Ted Barkus Co.**, Philadelphia, had estimated gross income of \$475,000 in 1981 on billings of \$3,250,000. In 1980, it had estimated gross income of \$390,000 on billings of \$2,650,000. Billings breakdown: Newspapers 18%, magazines 10%, radio 15%, spot tv 20%, business papers 21%, direct mail 16%. Employees: 10 in one office. Top execs: Ted Barkus, president; Allen E. Barkus, exec vp. Phone: (215) 545-0616.

**Barner & Associates**, Tampa, had estimated gross income of \$200,000 in 1981 on billings of \$1,168,791. In 1980, it had estimated gross income of \$125,000 on billings of \$796,675. Volume in 1981 consisted of \$382,200 in media, \$511,911 in materials and services and \$274,680 in capitalized fees. In 1980, volume consisted of \$350,000 in media, \$280,000 in materials and services and \$166,675 in capitalized fees. Account gained: Beverly Hills Development Corp. Lost: Heidt & Associates, Landtech, Matthews Corp. Billings breakdown: Newspapers 5%, magazines 10%, radio 25%, spot tv 23%, outdoor 30%, business papers 1%, direct mail 1%, other 5%. Employees: Four in one office. Top exec: Robert W. Barner, president. Phone: (813) 877-6769.

**Barney & Patrick Advertising**, Mobile, Ala., reported gross income of \$704,271 in 1981 on billings of \$4,703,393. In 1980, it reported gross income of \$603,638 on billings of \$4,025,219. Volume in 1981 consisted of \$2,386,052 in media, \$284,578 in materials and services and \$2,032,763 in capitalized fees. In 1980, volume consisted of \$1,845,188 in media, \$251,286 in materials and services and \$1,928,745 in capitalized fees. Billings breakdown: Newspapers 20%, magazines 5%, radio 26%, spot tv 32%, outdoor 12%, business papers 5%. Employees: 14 in one office. Top execs: McGowin I. Patrick, president; J. Tyler Turner Jr., exec vp.

Phone: (205) 433-0401.

**Barritt, Larsen, Peck & Farnell Advertising**, Encino, Cal., reported gross income of \$637,000 in 1981 on billings of \$4,457,331. In 1980, it reported gross income of \$901,710 on billings of \$5,830,266. Volume in 1981 consisted of \$2,850,500 in media, \$276,500 in materials and services and \$1,330,331 in capitalized fees. In 1980, volume consisted of \$3,408,000 in media, \$149,130 in materials and services and \$2,273,136 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 5%, radio 15%, spot tv 10%, outdoor 2%, business papers 25%, transit 3%, point of sale 10%, direct mail 5%, other 15%. Employees: 15 in one office. Top execs: Hal Farnell, president; John Larsen, vp; Doyle Peck, vp. Phone: (213) 783-8460.

**Wm. L. Baxter Advertising**, Minneapolis, reported gross income of \$731,978 in 1981 on billings of \$6,181,227. In 1980, it reported gross income of \$589,259 on billings of \$5,106,834. Volume in 1981 consisted of \$3,467,866 in media, \$1,275,536 in materials and services and \$1,437,825 in capitalized fees. In 1980, volume consisted of \$2,791,042 in media, \$1,192,597 in materials and services and \$1,123,195 in capitalized fees. Accounts gained: Babybotte/Bidegain Inc., Durkee-Atwood Co., Goodhue County National Bank of Red Wing, Hiniker Co. Lost: Office Interiors Inc., Power Span Inc., Thrift Trading Inc., Yukon Industries. Billings breakdown: Newspapers 3%, magazines 31%, radio 8%, spot tv 22%, outdoor 1%, business papers 5%, farm publications 25%, point of sale 3%, direct mail 2%. Employees: 21 in one office. Top exec: William L. Baxter, president. Phone: (612) 338-8495.

**Baxter/Seivert Associates**, Dallas, reported gross income of \$259,325 and net income of \$19,450 in 1981 on billings of \$2,910,904. In 1980, it reported gross income of

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## Gross income under \$1,000,000

\$207,894 and net income of \$12,458 on billings of \$2,317,616. Volume in 1981 consisted of \$1,062,132 in media, \$119,075 in materials and services and \$1,729,697 in capitalized fees. In 1980, volume consisted of \$837,868 in media, \$93,095 in materials and services and \$1,386,653 in capitalized fees. Accounts gained: William's Drexel Heritage, Galbraith Intl., Blevins & Associates, Adelle M Fine Art, Re/Max Realty (pr only), Mulholland Engineering. Billings breakdown: Newspapers 49%, magazines 2%, supplements 2%, radio 17%, spot tv 20%, outdoor 3%, business papers 1%, point of sale 1%, direct mail 4%, other 1%. Employees: 10 in one office. Top exec: Doris Seivert, president. Phone: (214) 742-3790.

**Benefield, Levinger & Associates**, Santa Rosa, Cal., reported gross income of \$213,309 in 1981 on billings of \$1,411,358. In 1980, it reported gross income of \$226,001 on billings of \$1,493,219. Volume in 1981 consisted of \$561,423 in media, \$194,696 in materials and services and \$655,239 in capitalized fees. In 1980, volume consisted of \$687,841 in media, \$177,639 in materials and services and \$627,739 in capitalized fees. Accounts gained: Josef Maximilian, Kaiser-Permanente Medical Center, KK Products, Schurter. Lost: Max Machinery, Microphor Inc., Northcoast Tank & Filter, Bench Collection, Columbia Pacific University, Optical Coating Laboratory. Billings breakdown: Newspapers 22%, magazines 19%, radio 10%, outdoor 6%, business papers 39%, point of sale 4%. Employees: Six in one office. Top exec: James R. Benefield, president. Phone: (707) 542-6572.

**Bermudez & Associates**, Beverly Hills, had gross income of \$998,000 in 1981 on billings of \$6,091,440. It did not report any figures for 1980. Volume in 1981 consisted of \$2,410,000 in media, \$800,000 in materials and services and \$2,881,440 in capitalized fees. Accounts gained: Bank of America, Shearson/American Express, Southern California Edison. No losses were reported. Billings breakdown: Newspapers 10%, magazines 10%, radio 40%, spot tv 40%. Employees: 18 in one office. Top execs: Eduardo Bermudez, Richard Chase, Fernando Tamayo. Phone: (213) 852-1011.

**Bernard & Co.**, Arlington Heights, Ill., reported gross income of \$207,109 in 1981 and net income of \$60,327 on billings of \$1,141,657. In 1980, it reported gross income of \$168,332 and net income of \$24,164 on billings of \$970,982. Volume in 1981 consisted of \$671,236 in media, \$340,320 in materials and services and \$130,101 in capitalized fees. In 1980, volume consisted of \$606,000 in media, \$250,000 in materials and services and \$114,982 in capitalized fees. Accounts gained: Gametech, Inc. and Commercial videogames. Lost: None. Billings breakdown: Newspapers 5%, business papers 55%, point of sale 5%, other (literature preparation) 5%. Employees: Seven in one office. Top execs: Fred Bernard, president; Timothy Daro, vp. Phone: (312) 593-8131.

**Douglas Bewick Advertising**, Springfield, Mass., reported gross income of \$195,000 in 1981 on billings of \$1,300,000. In 1980, it reported gross income of \$165,000 on billings of \$1,100,000. No volume breakout was provided. All its billings are with the Yellow Pages. Employees: Eight in one office. Top exec: D. W. Bewick, president. Phone: (413) 781-3682.

**Bitton Inc.**, Idaho Falls, Ida., had estimated gross income of \$83,000 in 1981 on billings of \$549,071. In 1980, it had estimated

gross income of \$84,000 on billings of \$558,725. Volume in 1981 consisted of \$295,449 in media, \$109,924 in materials and services and \$143,698 in capitalized fees. In 1980, volume consisted of \$346,897 in media, \$97,144 in materials and services and \$114,684 in capitalized fees. Accounts gained: Atomic Workers Credit Union, Jackson Hole Realty, Tramps Car Wash. Lost: McDonald's restaurants. Billings breakdown: Newspapers 5%, radio 7%, spot tv 56%, outdoor 7%, farm publications 7%, direct mail 18%. Employees: Three in one office. Top exec: Joann Hampton. Phone: (208) 523-7300.

**Black & Musen**, Longmeadow, Mass., had gross income of \$205,000 and net income of \$13,700 in 1981 on billings of \$1,211,000. In 1980, it reported gross income of \$172,000 and net income of \$4,300 on billings of \$1,022,000. Volume in 1981 consisted of \$690,000 in media, \$114,000 in materials and services and \$407,000 in capitalized fees. In 1980, volume consisted of \$608,000 in media, \$90,500 in materials and services and \$323,500 in capitalized fees. Accounts gained: N.E. Broach, Versa-Tags, Progress Enterprises. Billings breakdown: Newspapers 5%, magazines 25%, radio 5%, spot tv 15%, business papers 30%, direct mail 5%, collateral 15%. Employees: Six in one office. Top execs: Arthur Musen, president; Merle Black, treasurer. Phone: (413) 567-0361.

**Blackwood & Associates**, Fayetteville, Ark., formerly Barham & Blackwood, reported gross income of \$200,000 in 1981 on billings of \$1,243,800. It did not report for 1980. Volume in 1981 consisted of \$170,000 in media, \$140,000 in materials and services and \$933,800 in capitalized fees. Accounts gained: First Federal S&L of Fayetteville, College Club Dairy, White Dog Electronics, Process Technology Corp., Jones Trucklines, Bible Believers Cassettes, Davidson & Davidson. Lost: IGA stores of Fayetteville. Billings breakdown: Newspapers 28%, magazines 8%, radio 26%, spot tv 31%, outdoor 2%, point of sale 4%, other 1%. Employees: Six in one office. Top execs: Mark Blackwood, Boyd Blackwood, Joe Martin. Phone: (501) 442-9803.

**Blanchard & Associates**, Minneapolis, reported gross income of \$296,495 in 1981 on billings of \$1,915,946. In 1980, it reported gross income of \$265,934 on billings of \$1,675,581. Volume in 1981 consisted of \$944,866 in media, \$290,746 in materials and services and \$680,334 in capitalized fees. In 1980, volume consisted of \$692,027 in media, \$273,499 in materials and services and \$710,055 in capitalized fees. Billings breakdown: Newspapers 21%, magazines 40%, radio 20%, spot tv 4%, business papers 6%, other 9%. Employees: Six in one office. Top exec: Ernest C. Blanchard, president. Phone: (612) 322-1557.

**Blumenthal/Herman Advertising**, Ambler, Pa., had gross income of \$230,048 in 1981 on billings of \$1,534,022. In 1980, it reported gross income of \$191,487 on billings of \$1,276,957. Volume in 1981 consisted of \$793,838 in media and \$740,184 in capitalized fees. In 1980, volume consisted of \$555,525 in media and \$721,432 in capitalized fees. Accounts gained: EMCEE Broadcast Products, Wood River Village. Billings breakdown: Newspapers 10%, magazines 20%, radio 5%, spot tv 5%, business papers 30%, direct mail 15%, other 15%. Employees: Five. Top execs: Stephen Blumenthal, president; Justin Herman, secretary-treasurer. Phone: (215) 628-3050.

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## Benton & Bowles



**David Bockel & Associates**, Decatur, Ga., had gross income of \$145,038 and net income of \$12,714 in 1981 on billings of \$1,378,445. In 1980, it reported gross income of \$112,000 and net income of \$6,000 on billings of \$1,093,183. Volume in 1981 consisted of \$680,000 in media, \$74,800 in materials and services and \$623,645 in capitalized fees. In 1980, volume consisted of \$530,000 in media, \$63,600 in materials and services and \$499,583 in capitalized fees. Accounts gained: Development Authority of DeKalb County, Beckett Aviation, Freeway Ford, Gran Quartz Trading. Lost: Andrews Square and Manumark. Billings breakdown: Newspapers 15%, magazines 35%, radio 10%, spot tv 35%, other 5%. Top exec: David R. Bockel, president. Employees: Eight. Phone: (404) 633-9397.

**Bolt Advertising**, Roanoke, Va., had gross income of \$394,533 and net income of \$15,117 in 1981 on billings of \$1,034,877. In 1980, it reported gross income of \$351,301 and net income of \$14,878 on billings of \$881,496. Volume in 1981 consisted of \$217,076 in media, \$64,521 in materials and services and \$753,280 in capitalized fees. In 1980, volume consisted of \$214,934 in media, \$42,857 in materials and services and \$623,705 in capitalized fees. Accounts gained: Business Solution Center, Peoples Federal S&L, Gayle Dunn Ltd., Eleven West Inc., Leeds Music Center, Rose Porsche-Audi. Lost: Steer House/Stock Market. Billings breakdown: Newspapers 35%, radio 25%, network tv 10%, business papers 5%, other 25%. Employees: 10 in one office. Top exec: Peter Ostaseski, president.

**Borders, Perrin & Norrander**, Portland, Ore., reported gross income of \$880,000 and net income of \$200,000 in 1981 on billings of \$5,869,600. In 1980, it reported gross income of \$570,000 and net income of \$100,000 on billings of \$3,801,900. No volume breakout was provided. Accounts gained: Tri-Met bus system, Kahneeta resort, Citizens Bank of Oregon, Handi-Heat, Shindaiwa chain saws, Portland Schools, Blue

Shield (Oregon), Red Lion Motor Inns, KINK-FM. Lost: KMJK-FM. Billings breakdown: Newspapers 25%, magazines 10%, radio 20%, spot tv 15%, transit 5%, point of sale 20%. Employees: 20 in one office. Top execs: Wes Perrin, president; Bill Borders exec vp-creative director; Mark Norrander, exec vp-executive art director; Pete Hatt, vp-administration. Phone: (503) 227-2506.

**Earle Bower Associates**, New York, had gross income of \$301,000 and net income of \$36,900 in 1981 on billings of \$2,070,240. In 1980, it reported gross income of \$276,000 and net income of \$30,400 on billings of \$1,750,140. Volume in 1981 consisted of \$1,300,000 in media, \$290,000 in materials and services and \$480,240 in capitalized fees. In 1980, volume consisted of \$1,200,000 in media, \$270,000 in materials and services and \$280,140 in capitalized fees. Accounts gained: ADVERTISING AGE, Marcato Pasta Machines, Diagnosis magazine. Billings breakdown: Newspapers 10%, magazines 60%, radio 5%, spot tv 25%. Employees: Six in one office. Top exec: Earle Bower, president. Phone: (212) 682-3920.

**Bowes/Hanlon Advertising**, Atlanta, reported gross income of \$754,804 and net income of \$57,342 in 1981 on billings of \$5,083,687. In 1980, it reported gross income of \$528,076 and net income of \$32,500 on billings of \$3,556,723. Volume in 1981 consisted of \$1,158,099 in media, \$1,215,000 in materials and services and \$2,110,588 in capitalized fees. In 1980, volume consisted of \$942,638 in media, \$789,380 in materials and services and \$1,824,705 in capitalized fees. Accounts gained: Apex Supply Co., Pizzeria Uno/Atlanta, Merlyn Corp., Georgia Agricultural Commodities Commission (peaches), Elson's. Lost: Sea Palms Resort, Holland Intl. Foods. Billings breakdown: Newspapers 10%, magazines 15%, radio 15%, spot tv 30%, business papers 20%, point of sale 8%, direct mail 2%. Employees: 11 in one office. Top execs: Kenneth E. Bowes, president; George R. Hanlon, exec vp; Charles R. Munhall Jr., vp. Phone: (404) 261-1900.

**Boyce Advertising**, Santa Monica, Cal., had gross income of \$74,000 and net income of \$52,000 in 1981 on billings of \$491,740. It did not report 1980 results. Volume in 1981 consisted of \$280,000 in media, \$65,000 in materials and services and \$146,740 in capitalized fees. Account gained: Personnel Journal. Billings breakdown: Newspapers 20%, magazines 20%, direct mail 60%. Employees: Two. Top exec: Samuel W.H. Boyce, president. Phone: (213) 457-5428.

**Brady, Goode & Aiken Advertising**, Chattanooga, formerly Brady Advertising, reported gross income of \$484,562 in 1981 on billings of \$2,374,760. In 1980, it reported gross income of \$329,218 on billings of \$2,194,789. Volume in 1981 consisted of \$407,911 in media, \$143,725 in materials and services and \$1,823,124 in capitalized fees. In 1980, volume consisted of \$333,603 in media, \$122,655 in materials and services and \$1,738,529 in capitalized fees. Accounts gained: Tri-State Volkswagen, Selox Inc. Lost: None. Billings breakdown: Newspapers 19%, magazines 47%, radio 4%, spot tv 9%, cable tv 2%, outdoor 1%, business papers 10%, point of sale 6%, direct mail 2%. The agency has one office. Top execs: John J. Brady Jr., H. Lynn Goode and Michael Aiken. Phone: (615) 894-2218.

**Brand Advertising**, Cleveland, reported gross income of \$703,853 in 1981 on billings of \$6,114,570. In 1980, it reported gross income of \$735,718 on billings of \$6,401,246. Volume in 1981 consisted of \$851,212 in media, \$418,254 in materials and services and \$4,845,104 in capitalized fees. In 1980, volume consisted of \$893,659 in media, \$477,893 in materials and services and \$5,029,694 in capitalized fees. Accounts gained: Harris Corp.'s commercial press division, Inva-care Corp., Lake Erie College, Leaseway Transportation Corp.'s distribution systems group, Shenango Co., Technicare Corp., WCPO-TV, Cincinnati, WTVN-TV, Columbus. Lost: Bicon Corp., Corometrics Medical Systems. Billings breakdown: Newspapers 18%, magazines 14%, radio 15%, network tv 2%,



business and trade magazines 40%, farm publications 1%, direct mail 10%. Employees: 20 in one office. Top execs: David R. Brand, president; John H. Gerber, exec vp; Ralph Shick, vp-creative director; H. Donald Garber, vp-account supervisor. Phone: (216) 696-4550.

**Harry P. Bridge Co.**, Philadelphia, had estimated gross income of \$555,000 in 1981 on billings of \$3,700,000. In 1980, it had estimated gross income of \$585,000 on billings of \$3,900,000. Billings breakdown: Business papers: 65%, direct mail 5%, other 30%. Employees: 14 in one office. Top exec: Byard P. Bridge, president. Phone: (215) 561-1300.

**Brigham/Scully Inc.**, Los Angeles, reported gross income of \$432,000 and net income of \$40,300 in 1981 on billings of \$2,785,560. In 1980, it reported gross income of \$288,000 and net income of \$26,700 on billings of \$1,821,130. Volume in 1981 consisted of \$1,968,000 in media, \$364,000 in materials and services and \$453,560 in capitalized fees. In 1980, volume consisted of \$1,360,000 in media, \$201,000 in materials and services and \$260,130 in capitalized fees. Accounts gained: Barksdale Controls division of Transamerica Delaval, Daisywriter, Pragma Data Systems, Dyneer/Sensor Technology. Lost: Cahn Instruments, Olympic Sales. Billings breakdown: Newspapers 8%, magazines 5%, business papers 69%, direct mail 4%, other (collateral) 14%. Employees: Six in one office. Top execs: Tom Brigham, president; John Poturny, vp. Phone: (213) 550-7145.

**Brown Advertising**, Somerset, N.J., reported gross income of \$143,330 and net income of \$38,750 in 1981 on billings of \$985,000. In 1980, it reported gross income of \$137,250 and net income of \$26,350 on billings of \$973,000. Volume in 1981 consisted of \$440,000 in media, \$295,000 in materials and services and \$250,000 in capitalized fees. Accounts gained: KMS Corp., DCI Corp., Seal-O-Matic Corp., Davis Personnel, Elion Enterprises, Action Resume. Lost: Blecher & Mendel. Billings breakdown: Newspapers 21%, magazines 20%, radio 10%, spot tv 4%, business papers 20%, point of sale 7%, direct mail 18%. Employees: Three in two offices. Top execs: Bernard Brown, president; Mildred Brown, exec vp. Phone: (201) 246-2550.

**Bruce, Henry & Davis Advertising**, Houston, had gross income of \$138,947 in 1981 on billings of \$1,143,853. In 1980, it reported gross income of \$99,465 on billings of \$893,641. Volume in 1981 consisted of \$75,335 in media, \$438,870 in materials and services and \$629,648 in capitalized fees. In 1980, volume consisted of \$133,926 in media, \$295,403 in materials and services and \$464,312 in capitalized fees. Accounts gained: STM Corp., Stuckey Diamonds and Surgicare Corp. Lost: Stuckey & Speer and Shindler/Cummins. Billings breakdown: Newspapers 2%, magazines 8%, business papers 25%, direct mail 50%, other 15%. Top exec: Bruce Davis, president. Employees: Four. Phone: (713) 850-1245.

**Buckheim & Rowland**, Ann Arbor, Mich., reported gross income of \$966,299 in 1981 on billings of \$7,067,829. In 1980, it reported gross income of \$727,178 on billings of \$5,093,519. Volume in 1981 consisted of \$1,356,935 in media, \$960,413 in materials and services and \$4,750,481 in capitalized fees. In 1980, volume consisted of \$1,219,189 in media, \$504,793 in materials and services and \$3,369,637 in capitalized fees. Accounts gained: Community Bank of Bad Axe, Division of Manage-

ment Education of the University of Michigan, Dundee Cement Co., Meilink Safe Co. Lost: The American Crayon Co., In-Home Theater. Billings breakdown: Newspapers 3%, magazines 26%, radio 5%, spot tv 4%, outdoor 1%, business papers 2%, other 59%. Employees: 26 in one office. Top execs: Richard A. Buckheim, Richard H. Rowland. Phone: (313) 769-6771.

**Bulloch & Haggart Advertising**, Colorado Springs, reported gross income of \$683,774 and net income of \$197,028 in 1981 on billings of \$2,135,064. In 1980, it reported gross income of \$134,769 and net income of \$81,419 on billings of \$395,790. Volume in 1981 consisted of \$243,247 in media, \$184,568 in materials and services and \$1,707,249 in capitalized fees. In 1980, volume consisted of \$37,151 in media, \$51,582 in materials and services and \$307,057 in capitalized fees. Accounts gained: Kaman Sciences Corp., Exidyne Inc., American Industrial Bank. Lost: Park West Homes. Billings breakdown: Newspapers 30%, magazines 20%, radio 10%, spot tv 20%, outdoor 10%, direct mail 10%. Employees: Seven in one office. Top execs: Stephen R. Haggart, president; Thomas O. Bulloch, secretary/treasurer. Phone: (303) 635-7576.

**Burch Myers Cuttle**, Chicago, reported gross income of \$651,766 in 1981 on billings of \$4,318,326. In 1980, it reported gross income of \$254,788 on billings of \$2,000,394. Volume in 1981 consisted of \$856,680 in media, \$161,324 in materials and services and \$3,300,322 in capitalized fees. In 1980, volume consisted of \$409,197 in media, \$67,849 in materials and services and \$1,523,348 in capitalized fees. Accounts gained: Bell & Howell Video Systems, Cartan Travel, Mattel (Monogram models and Skillcraft toys), Sheraton-Plaza Chicago, Sheraton-Ritz Minneapolis, Sheraton-O'Hare Chicago, Sheraton-Columbus (Ohio). Lost: Roach Inc., Illinois Film Office. Billings breakdown: Newspapers 30%, magazines 10%, radio 15%, spot tv 20%, business papers 15%, transit 5%, direct mail 5%. Employees: 11 in two offices. Top execs: Ralph Burch, president; Roger Myers, exec vp-creative; Donald Cuttle, exec vp-client services. Phone: (312) 642-0940.

**Burdette Advertising**, Fort Myers, Fla., had gross income of \$354,694 in 1981 on billings of \$2,427,868. In 1980, it reported gross income of \$236,450 on billings of \$1,615,088. Volume in 1981 consisted of \$859,799 in media, \$262,063 in materials and services and \$1,306,006 in capitalized fees. In 1980, volume consisted of \$736,358 in media, \$128,162 in materials and services and \$750,568 in capitalized fees. Accounts gained: Ryan Homes, Medical Engineering, Office World, Plantation Golf & Country Club, Little Hickory Bay condominium, Investment Properties Corp., Applied Solar Dynamics, Universal Travel Institute. Lost: County Electric Cooperative, JAN Crystals, Lake Fairways, Bear's Paw. Billings breakdown: Newspapers 29%, magazines 16%, radio 13%, spot tv 34%, cable tv 1%, outdoor 7%. Employees: 13 in one office. Top exec: Robert C. Pace II, president. Phone: (813) 334-0757.

**Robert K. Butcher & Associates**, Shreveport, La., reported gross income of \$373,000 and net income of \$7,244 in 1981 on billings of \$1,939,000. In 1980, it reported gross income of \$39,000 and net income of \$1,949 on billings of \$1,883,000. Volume in 1981 consisted of \$779,000 in media, \$520,000 in materials and services and \$640,000 in capitalized fees. In 1980, volume consisted of \$770,000

in media, \$513,000 in materials and services and \$600,000 in capitalized fees. Billings breakdown: Newspapers 39%, magazines 11%, radio 9%, spot tv 34%, outdoor 2%, other 5%. Employees: 17 in two offices. Phone: (318) 221-4113.

**Butler-Turner Advertising**, Vero Beach, Fla., reported gross income of \$130,326 in 1981 on billings of \$845,462. In 1980, it reported gross income of \$175,097 on billings of \$1,126,786. Volume in 1981 consisted of \$422,731 in media, \$63,205 in materials and services and \$359,526 in capitalized fees. In 1980, volume consisted of \$563,293 in media, \$122,240 in materials and services and \$441,253 in capitalized fees. Accounts gained: Baytree Investments Ltd., R.B. Kick, The Stater Co. (Boston), Good Times Publishing Co. Lost: Baytree Investments Ltd., R.B. Kick, Sunrise Springs. Billings breakdown: Newspapers 35%, magazines 25%, supplements 5%, radio 15%, spot tv 5%, outdoor 10%, direct mail 5%. Employees: Four in one office. Phone: (305) 562-5467.

**Lawrence Butner Advertising**, New York, had gross income of \$902,070 and net income of \$62,422 in 1981 on billings of \$6,013,800. In 1980, it reported gross income of \$763,990 and net income of \$143,750 on billings of \$5,093,270. Volume in 1981 consisted of \$5,228,550 in media, \$285,000 in materials and services and \$500,250 in capitalized fees. In 1980, volume consisted of \$4,315,000 in media, \$238,000 in materials and services and \$540,270 in capitalized fees. Account gained: Smithsonian Performing Arts. Lost: Source Securities (broadcast direct response) via Fidelity Brokerage merger. Billings breakdown: Newspapers 5%, radio 35%, network tv 20%, spot tv 20%, cable tv 15%, business papers 5%. Employees: 14. Top execs: Lawrence Butner, president; Nevil Cross, vp; Eleanor Butner, treasurer. Phone: (212) 753-7054.

**Buxton Advertising Agency**, Pasadena, Cal., had estimated gross income of \$300,000 in 1981 on billings of \$1,998,700, all in media. In 1980, it had estimated gross income of \$273,000 on billings of \$1,822,000, all in media. Employees: Nine in two offices. Top execs: Erwin L. Buxton, chairman-ceo; Robert Troast, president; Frederic T. Mayer, George West, Hans Markisch, Dana Seymour, vps. Phone: (213) 795-5985.

**Buyer Advertising**, Needham, Mass., had gross income of \$656,749 on 1981 billings of \$4,378,510. In 1980 it had gross income of \$578,079 on \$3,895,805 in billings. Volume in 1981 consisted of \$3,959,270 in media, \$54,785 in materials and services and \$364,455 in capitalized fees. In 1980 volume consisted of \$3,544,797 in media, \$39,773 in materials and services and \$311,235 in capitalized fees. Billings breakdown: Newspapers 95%, magazines 2.5%, radio 1%, other 1.5%. Employees: 28 in one office. Top execs: Alfred Buyer, president; Betty Buyer, treasurer; Charles Buyer, exec vp. Phone: (617) 449-2680.

**Buzzard Inc.**, Cambridge, Mass., had gross income of \$251,000 in 1981 on billings of \$1,638,000. In 1980, it reported gross income of \$205,000 on billings of \$1,332,000. Volume in 1981 consisted of \$561,000 in media, \$203,000 in materials and services and \$874,000 in capitalized fees. In 1980, volume consisted of \$492,000 in media, \$200,000 in materials and services and \$640,000 in capitalized fees. Accounts gained: Interactive Data/Chase Econometrics, Jarvinen Skis, Schaefer Marine, Superlube Inc. Lost: Cambridge Alternative Power Co., Clivus Mul-

trum, Maine Marine. Billings breakdown: Newspapers 5%, magazines 92%, business papers 3%. Employees: Five. Top exec: Donald Brewster, president. Phone: (617) 661-8318.

**CTS Associates**, Detroit, had estimated gross income of \$85,000 in 1981 on billings of \$400,000. It did not report in 1980. Volume in 1981 consisted of \$250,000 in media, \$30,000 in materials and services and \$120,000 in capitalized fees. Accounts gained: Express Convenience Centers, Computer Mart, Lutheran Brothers Inc., Travel Fair Inc., Universal Title Insurance, Whitemarsh Assocs. Lost: None. Billings breakdown: Newspapers 10%, magazines 4%, radio 80%, direct mail 5%, other 1%. Employees: Six in one office. Top execs: C. Thomas Scholl, president; Muriel G. Scholl, vp-treasurer; W. Brucker, secretary. Phone: (313) 965-0575.

**William Cain Inc.**, Portland, Ore., had gross income of \$610,000 in 1981 on billings of \$4,066,000. In 1980, it reported gross income of \$510,000 on billings of \$3,405,000. Accounts gained: Nerco Inc. and ADP Dealer Services division. Lost: American Industries. Billings breakdown: Newspapers 10%, magazines 35%, radio 15%, spot tv 10%, outdoor 5%, business papers 20%, other 5%. Employees: 12. Phone: (503) 222-5940.

**Campbell, Shelton & Dyer**, Ft. Lauderdale, Fla., reported gross income of \$692,644 in 1981 on billings of \$4,106,148. It did not report for 1980. Volume in 1981 consisted of \$1,372,524 in media, \$655,179 in materials and services and \$2,078,445 in capitalized fees. Accounts gained: Key West Resort, Sea Oaks Project, Lynn Wilson Assn., Waster Management. Lost: Multicon, Sutton Place, Ocean Village. Billings breakdown: Newspapers 29%, magazines 12%, radio 12%, spot tv 39%, outdoor 8%. Employees: 15 in one office. Top execs: Stephen H. Shelton, president; Thomas H. Dyer, exec vp. Phone: (305) 462-4379.

**Cantin Hautau Elliott**, New York, had gross income of \$353,350 in 1981 on billings of \$2,562,820. In 1980, it reported gross income of \$115,000 on volume of \$767,050, all in capitalized fees. Volume in 1981 consisted of \$1,400,000 in media, \$189,000 in materials and services and \$973,820 in capitalized fees. Accounts gained: Rubigo Cosmetics, Hiram Walker's Frederick Wildman division, ITT's U.S. Transmissions Systems, Robot Coupe Intl., James Mooney Marketing. Billings breakdown: Newspapers 20%, magazines 25%, radio 20%, spot tv 20%, business papers 5%, point of sale 10%. Employees: 18 in one office. Top execs: Don Cantin, president; Don Elliott, chairman; Fred Hautau, creative director. Phone: (212) 696-5500.

**Jack Cantwell Inc.**, Englewood Cliffs, N.J., had gross income of \$773,765 in 1981 on billings of \$5,125,000. In 1980, it reported gross income of \$1,204,970 on billings of \$8,000,000. Volume in 1981 consisted of \$1,789,300 in media, \$198,000 in materials and services and \$3,137,700 in capitalized fees. In 1980, volume consisted of \$3,397,800 in media, \$200,000 in materials and services and \$4,402,200 in capitalized fees. Accounts gained: Dyson Corp., O'Kane Labs. Lost: Stern's Garden Products, Media Three Periodicals. Billings breakdown: Newspapers 4%, magazines 7%, radio 9%, network tv 75%, spot tv 5%. Employees: Six. Top execs: Jack Cantwell, president; John Brooks, chairman. Phone: (201) 568-7023.

**Capiello & Chabrowe**, New York, reported gross income of

\$725,000 in 1981 on billings of \$4,800,000. In 1980, it reported gross income of \$600,000 on billings of \$4,000,000. No volume breakout was provided. Accounts gained: Rilsan Corp., AM Printer Systems, Heyer Time & Electronics Corp. Lost: None. Billings breakdown: Newspapers 10%, magazines 85%, radio 5%. Employees: 16 in one office. Top execs: Tony Capiello, chairman; Terry Chabrowe, president. Phone: (212) 489-5272.

**Carter Advertising**, Shreveport, La., had gross income of \$235,137 in 1981 on billings of \$1,726,975. In 1980, it reported gross income of \$177,361 on billings of \$1,303,821. Volume in 1981 consisted of \$805,988 in media, \$159,000 in materials and services and \$761,987 in capitalized fees. In 1980, volume consisted of \$558,335 in media, \$121,065 in materials and services and \$624,421 in capitalized fees. Accounts gained: Executone of Arkansas, Quetzalli Texas, McElroy Metal Mill, Sawyer Drilling & Service, Southern States General Agency, Bankers Life of Louisiana. Billings breakdown: Newspapers 18%, magazines 5%, radio 5%, spot tv 19%, outdoor 18%, business papers 15%, direct mail 19%, other 1%. Employees: 11 in one office. Top exec: William B. Carter, ceo. Phone: (318) 227-1920.

**Centormedia Inc.**, New York, had gross income of \$195,154 and net income of \$12,163 in 1981 on billings of \$1,113,207. In 1980, it reported gross income of \$222,691 and net income of \$34,709 on billings of \$1,240,746. Volume in 1981 consisted of \$310,893 in media, \$113,236 in materials and services and \$689,078 in capitalized fees. In 1980, volume consisted of \$308,644 in media, \$104,015 in materials and services and \$828,087 in capitalized fees. Included is revenue from its Centormedia Personnel division. Accounts gained: Utica Alloys, Jasper Industries, Roth Bros. Smelting Corp., F&S Alloys & Minerals Corp., Brookside Metals, Adia Personnel, Linmac Corp.

Lost: Municipal Management Associates. Billings breakdown: Newspapers 15%, business papers 85%. Employees: Five in two offices. Top execs: Larry Centor, president; Paulette Bobroff, vp. Phone: (212) 986-0570.

**Champion Inc.**, Longwood, Fla., had estimated gross income of \$93,000 in 1981 on billings of \$619,400. In 1980, it reported gross income of \$85,000 on billings of \$572,800. Volume in both years was all media. Account gained: Jordache. Lost: None. Billings breakdown: Newspapers 25%, magazines 60%, direct mail 15%. Employees: Six in one office. Top execs: William R. Metallo, president; Paul Midili, vp; John Blanchard, vp and secretary; William B. Metallo, vp and media director. Phone: (305) 788-3021.

**Charles Advertising**, Chicago, had estimated gross income of \$245,000 in 1981 on billings of \$1,657,220. Figures for 1980 were not reported. Volume in 1981 consisted of \$156,000 in media, \$127,000 in materials and services and \$1,374,220 in capitalized fees. No billings breakdown was given. Top exec: Charles D. Presberg, president. Phone: (312) 644-3666.

**Chase/Ehrenberg & Rosene**, Chicago, reported gross income of \$442,500 in 1981 on billings of \$2,950,000. It did not report for 1980. Accounts gained: Tenex Corp., Market Development Corp., Celtic Life Insurance. Lost: Monogram Models. Billings breakdown: Newspapers 5%, magazines 10%, radio 10%, spot tv 70%, direct mail 5%. Employees: 10 in one office. Top execs: M. Ehrenberg, president; John Rosene, exec vp. Phone: (312) 943-3737.



## Gross income under \$1,000,000

**Chittick Egan Advertising,** Wayne, Pa., had estimated gross income of \$330,000 in 1981 on billings of \$2,200,750. In 1980, it reported gross income of \$250,000 on billings of \$1,667,250. Volume in 1981 consisted of \$250,000 in media, \$450,000 in materials and services and \$1,500,750 in capitalized fees. In 1980, volume consisted of \$200,000 in media, \$300,000 in materials and services and \$1,167,250 in capitalized fees. Accounts gained: Kent Dental Supply, Ark Dental, Benton Dental, Exeter Financial Services Corp., Tangible Investments, Schrage Shipping Containers, Gerard Systems. Lost: American Integrity Insurance. Billings breakdown: Newspapers 10%, magazines 15%, radio 10%, spot tv 5%, business papers 5%, direct mail 55%. Employees: 12 in two offices. Top exec: William F. Egan, president. Phone: (215) 964-9200.

**The Chrystal Direct Marketing Group,** Arlington Heights, Ill., formed in July, 1981, reported gross income of \$141,019 and net income of \$51,103 for its first six months in 1981 on billings of \$340,805. Volume for the period consisted of \$14,142 in media, \$91,642 in materials and services and \$235,021 in capitalized fees. Accounts gained: Continental Communications Group, Chicago Subscription Television, Bernstein & Bank, Market Perspective, Dufferin Inc., London House Management, Velarde Securities, Carell Concepts. Lost: Dufferin Inc. Billings breakdown: Magazines 15%, direct mail 85%. Employees: Three in one office. Top exec: Gail M. Chrystal, president. Phone: (312) 398-5660.

**Clarity Coverdale Advertising,** Minneapolis, reported gross income of \$289,190 and net income of \$17,600 in 1981 on billings of \$1,784,970. In 1980, it reported gross income of \$157,740 and net income of \$9,600 on billings of \$1,017,642. Volume in 1981 consisted of \$547,800 in media, \$430,100 in materials and services and \$807,070 in capitalized fees. In 1980, volume consisted of \$298,800 in media, \$234,600 in materials and services and \$484,242 in capitalized fees. Accounts gained: Sealy of Minnesota, Radisson South, Radisson Plaza, SIGCO Research Inc. and Sigo Food Products. Lost: None. Billings breakdown: Newspapers 15%, magazines 20%, supplements 5%, radio 15%, spot tv 15%, outdoor 2%, business papers 8%, farm publications 15%, point of sale 1%, direct mail 4%. Top execs: Jac Coverdale, president; Timothy Clarity, W. Hiroshi Nelson, exec vps. Phone: (612) 339-3902.

**George P. Clarke Advertising,** New York, had gross income of \$704,632 in 1981 on billings of \$4,711,867. In 1980, it reported gross income of \$657,472 on billings of \$4,383,147. Volume in 1981 consisted of \$2,439,661 in media, \$253,864 in materials and services and \$2,018,342 in capitalized fees. In 1980, volume consisted of \$2,315,029 in media, \$231,200 in materials and services and \$1,836,918 in capitalized fees. Accounts gained: Harlem Savings Bank, Frank N. Scott Groups of Cos., Robinson Foods, Tripp & Co., Triad Toys & Games, Ackrad Laboratories, Asti Foods (Jos. A. Fraga Inc.). Lost: First Federal S&L of New York, C.R. Industries, Grumman Data Systems, American Savings Bank. Billings breakdown: Newspapers 25%, magazines 15%, radio 5%, spot tv 5%, business papers 15%, pr 25%, other (collateral) 10%. Employees: 16. Top exec: George P. Clarke, president. Phone: (212) 832-2121.

**Clement & Ganfield Inc.,** New

York, had gross income of \$159,453 and net income of \$10,191 in 1981 on billings of \$1,121,961. In 1980, it reported gross income of \$137,097 and net income of \$1,419 on billings of \$966,960. Volume in 1981 consisted of \$733,347 in media, \$58,776 in materials and services and \$329,838 in capitalized fees. In 1980, volume consisted of \$655,910 in media, \$53,388 in materials and services and \$257,662 in capitalized fees. Accounts gained: Great Lakes Remanagement Corp., Hudson Life Reassurance Co., Hudson Insurance Co., Inco Marine Inc., Andrew Edwards & Co. Lost: General Accident Group. Billings breakdown: Newspapers 10%, business papers 90%. Employees: Four in one office. Top execs: W. Winthrop Clement, ceo; John F. Ganfield, president. Phone: (212) 964-8562.

**Cohan & Paul,** Chicago, had estimated gross income of \$520,000 in 1981 on billings of \$3,489,000. In 1980, it had estimated gross income of \$464,000 on billings of \$3,091,000. Volume in 1981 consisted of \$3,472,000 in media and \$17,000 in capitalized fees overseas. Volume in 1981 was \$3,062,000 in media and \$29,000 in capitalized fees overseas. Accounts gained: Team Telephone, Northern Petrochemical, Norprop and Schrack Electronics. Lost: None. Billings breakdown: Newspapers 3%, business papers 40%, direct mail 20%, other 37%. Employees: Nine in one office. Top execs: George S. Cohan, president; Stanley G. Paul, exec vp. Phone: (312) 641-7020.

**Cohen & Marino,** New York, had estimated gross income of \$790,000 in 1981 on billings of \$5,318,792. In 1980, it had estimated gross income of \$545,000 on billings of \$3,634,205. Volume in 1981 consisted of \$2,186,000 in media, \$1,346,900 in materials and services and \$1,785,892 in capitalized fees. In 1980, volume consisted of \$1,450,000 in media, \$907,800 in materials and services and \$1,276,405 in capitalized fees. Accounts gained: American Diamond Syndicate, Enny Hand Bags, Pan Am CPS, Oscar de la Renta bras and foundations for Mexico. Lost: Extra Value Tours. Billings breakdown: Magazines 30%, supplements 5%, radio 3%, network tv 15%, spot tv 30%, cable tv 5%, business papers 5%, point of sale 2%, direct mail 5%. Employees: 20 in one office. Top execs: Herbert Cohen, president; Alfonso Marino, exec vp-creative director; Anita Lynch, exec vp-account supervisor; Sy Lipton, senior vp-director marketing services; Nina Gallagher, media director. Phone: (212) 686-9730.

**Cole Henderson Drake,** Atlanta, reported gross income of \$879,020 in 1981 on billings of \$5,493,878. In 1980, it reported gross income of \$855,744 on billings of \$5,282,373. Volume in 1981 consisted of \$3,767,907 in media, \$1,502,286 in materials and services and \$223,685 in capitalized fees. In 1980, volume consisted of \$3,600,000 in media, \$1,470,000 in materials and services and \$212,373 in capitalized fees. Accounts gained: Masland Carpets, Porter Paint Co., Westcor Inc., Digital Communications Associates, Georgia World Congress Center, Life of Georgia. Lost: Interprocess Systems. Billings breakdown: Newspapers 7%, magazines 18%, supplements 1%, radio 20%, spot tv 39%, cable tv 2%, outdoor 3%, business papers 7%, transit 1%, direct mail 2%. Employees: 16 in one office. Top execs: John H. Drake, James P. Cole, Richard H. Henderson, John L. Mather. Phone: (404) 892-3012.

**Collingwood, Kidder & Associates,** Lake Charles, La., reported

gross income of \$58,212 on billings of \$416,932 for the last six months of 1981 after the agency's founding. Volume in 1981 consisted of \$256,936 in media, \$35,167 in materials and services and \$124,829 in capitalized fees. Accounts gained: Delta Downs Race Track, Lake Charles Hilton, Metro Federal S&L, Reinauer Real Estate Corp., Stine Lumber Co. Lost: None. Billings breakdown: Newspapers 13%, magazines 5%, radio 13%, spot tv 37%, outdoor 31%, other 1%. Employees: Six in one office. Phone: (318) 436-1022.

**The Communicators Group,** Battleboro, Vt., reported gross income of \$349,900 in 1981 on billings of \$2,628,800. In 1980, it reported gross income of \$268,700 on billings of \$2,012,900. Volume in 1981 consisted of \$1,006,400 in media, \$417,100 in materials and services and \$1,205,300 in capitalized fees. In 1980, volume consisted of \$986,300 in media, \$268,900 in materials and services and \$757,700 in capitalized fees. Accounts gained: First Vermont Bank & Trust, The Book Press, Dartmouth Printing Co. Lost: Resigned both Burlington Savings Bank and Leyden Energy Conservation Corp. Billings breakdown: Newspapers 22%, magazines 20%, supplements 1%, radio 23%, spot tv 21%, outdoor 5%, business papers 8%. Employees: 14 in one office. Top exec: James E. Hormel, president. Phone: (802) 257-4321.

**Communicators Inc.,** Pepper Pike, O., had estimated gross income of \$940,000 in 1981 on billings of \$6,271,206. In 1980, it had estimated gross income of \$785,000 on billings of \$5,245,226. Volume in 1981 consisted of \$3,968,650 in media, \$1,328,336 in materials and services and \$974,220 in capitalized fees. In 1980, volume consisted of \$3,222,594 in media, \$1,090,166 in materials and services and \$932,466 in capitalized fees. Accounts gained: Parker Hannifin Corp., Hancor Inc., Signets Inc., Cleveland Construction News Services, Lindsay Wire Weaving, Lear Siegler Inc. Lost: None. Billings breakdown: Newspapers 10%, spot tv 5%, business papers 50%, point of sale 20%, direct mail 15%. Employees: 16 in one office. Top exec: Val Nowak, president. Phone: (216) 464-7533.

**The Com/Tech Group,** St. Petersburg, Fla., reported gross income of \$278,247 in 1981 on billings of \$1,734,969. In 1980, it reported gross income of \$245,789 on billings of \$1,492,608. Volume in 1981 consisted of \$243,364 in media, \$120,700 in materials and services and \$1,370,905 in capitalized fees. In 1980, volume consisted of \$289,623 in media, \$146,184 in materials and services and \$1,056,801 in capitalized fees. Billings breakdown: Business papers 42%, farm publications 1%, other 57%. Employees: Six in one office. Top execs: Robert C. Pierson, Robert G. Koehler. Phone: (813) 321-6500.

**Concept Three,** Davison, Mich., reported gross income of \$36,500 in 1981 on billings of \$227,690. It did not report for 1980. Volume in 1981 consisted of \$150,000 in media, \$31,000 in materials and services and \$46,690 in capitalized fees. Accounts gained: U.S. Brick Inc.'s Real Brick division, Syron Corp., Flint Carpet Co., Flint Pool & Patio, McNally Buick Chevrolet. Billings breakdown: Newspapers 10%, radio 35%, spot tv 35%, outdoor 2%, business papers 5%, point of sale 5%, direct mail 3%, other 5%. Employees: Three in one office. Top execs: James R. Slater, president; Susan R. Slater, vp. Phone: (313) 653-1002.

**Connor-Sager Associates,** North Aurora, Ill., reported gross income of \$553,718 and net income of \$49,834 in 1981 on billings of

\$3,257,169. In 1980, it reported gross income of \$528,268 and net income of \$47,016 on billings of \$3,122,150. Volume in 1981 consisted of \$2,522,114 in media, \$213,908 in materials and services and \$521,147 in capitalized fees. In 1980, volume consisted of \$2,376,018 in media, \$239,212 in materials and services and \$506,920 in capitalized fees. Accounts gained: Prater Industries, The Preload Co., Cimline division of Construction Materials Inc., Winnebago Concrete Products, Lost: Precision Brand Products, Alco Dispensing Systems, Yamazen USA. Billings breakdown: Newspapers 10%, magazines 45%, radio 5%, point of sale 25%, direct mail 15%. Employees: 14 in one office. Top exec: Arnold J. Kreger Jr., president. Phone: (312) 897-1127.

**Contemporary Marketing,** Bala-Cynwyd, Pa., reported gross income of \$900,000 in 1981 on billings of \$6,000,000. In 1980, it reported gross income of \$815,000 on billings of \$5,450,000. Figures include those for subsidiary, CMI/Bauer, Chicago. No volume breakout was provided. Accounts gained: Plews division of Parker Hannifin Corp., Barad Auto Industries Corp., Flotech Inc. Lost: None. Billings breakdown: Newspapers 10%, magazines 70%, radio 5%, network tv 4%, spot tv 5%, point of sale 2%, direct mail 4%. Employees: 30 in two offices. Top execs: Anthony M. Barolin, Robert Layton, Robert Pavloff, David Minckler, vps. Phone: (215) 667-3683.

**Cornish & Brown-Cross,** Philadelphia, had gross income of \$31,500 in 1981 on billings of \$210,000, all in media. In 1980, it reported gross income of \$16,200 on billings of \$108,000, all in media. Accounts gained: Pennyfarthing Bicycles, Women's Athletic Services, Lullabye Layettes. Billings breakdown: Newspapers 10%, magazines 75%, radio 10%, direct mail 5%. Employees: Two. Top execs: Laurie Brown-Cross, Mark Cornish, partners. Phone: (215) 735-5376.

**Don Costello & Co.,** Chicago, had estimated gross income of \$600,150 in 1981 on billings of \$4,001,000, all in media. In 1980, it had estimated gross income of \$471,000 on billings of \$3,140,000, all in media. Accounts gained: E.J. Brach & Sons (Gumdingers), Squirtpak Co-op, Salerno-Megowen Biscuit Co. Lost: Hinsdale Federal Savings (went in-house). Billings breakdown: Newspapers 20%, magazines 10%, supplements 10%, radio 10%, spot tv 40%, outdoor 5%, point of sale 5%. Employees: 10 in one office. Top execs: Donald J. Costello, president; Dan G. Barolon, vp. Phone: (312) 280-8680.

**Covey & Koons,** Canton, O., reported gross income of \$637,233 in 1981 on billings of \$4,248,943. In 1980, it reported gross income of \$695,838 on billings of \$4,639,849. Volume in 1981 consisted of \$2,097,243 in media, \$699,081 in materials and services and \$1,452,619 in capitalized fees. In 1980, volume consisted of \$2,082,374 in media, \$694,125 in materials and services and \$1,863,350 in capitalized fees. Accounts gained: None. Lost: U.S. Ceramic Tile. Billings breakdown: Newspapers 1%, magazines 7%, radio 3%, business papers 89%. Employees: 12 in one office. Top exec: W. Roderic Covey, president. Phone: (216) 456-7381.

**Cox Advertising,** Atlanta, had estimated gross income of \$430,000 in 1981 on billings of \$2,881,600. In 1980, it had estimated gross income of \$205,000 on billings of \$1,366,800. Volume in 1981 consisted of \$2,100,000 in media, \$350,000 in

materials and services and \$431,600 in capitalized fees. In 1980, volume consisted of \$900,000 in media, \$200,000 in materials and services and \$266,800 in capitalized fees. Accounts gained: Days Inns of America, Arrow Industries. Billings breakdown: Newspapers 3%, magazines 10%, radio 15%, spot tv 50%, outdoor 10%, transit 2%, point of sale 10%. Employees: Eight in one office. Top exec: Tom Cox, president. Phone: (404) 262-1026.

**Cranfill Advertising Agency,** Indianapolis, had estimated gross income of \$819,000 in 1981 on billings of \$5,401,487. In 1980, it reported gross income of \$825,000 on billings of \$5,501,696. Volume in 1981 consisted of \$1,512,218 in media, \$2,430,670 in materials and services and \$1,458,599 in capitalized fees. In 1980, volume consisted of \$1,786,235 in media, \$2,069,812 in materials and services and \$1,645,649 in capitalized fees. Accounts gained: Bruce Mair Interiors, Indiana Knitwear Corp., Indiana Vocational Technical Institute. Lost: Blakely Corp., Bruce Mair Interiors, First Federal Savings, Hoosier Energy, Indiana Knitwear Corp., Kittle's Home Furnishings, Indiana Vocational Technical Institute, Lincoln National Bank, MasterFit Corp., F.C. Tucker Co., WRTV-TV. Billings breakdown: Newspapers 5%, magazines 2%, radio 3%, spot tv 19%, outdoor 1%, farm publications 6%, point of sale 5%, direct mail 3%, other 56%. Employees: Five in one office. Top exec: Melvin Cranfill, president. Phone: (317) 634-8871.

**The Creative Advertising Co.,** Phoenix, had gross income of \$673,325 in 1981 on billings of \$4,967,564. In 1980, it reported gross income of \$551,854 on billings of \$3,903,056. Volume in 1981 consisted of \$3,022,677 in media, \$188,309 in materials and services and \$1,756,578 in capitalized fees. In 1980, volume consisted of \$2,374,943 in media, \$147,957 in materials and services and \$1,380,156 in capitalized fees. Accounts gained: Ray Jones Chevrolet, Telecommunications, Ed Voyles Olds-Honda, Toyota of Poway and Neighborhood TV Co. Accounts lost: Red River Chevrolet. Billings breakdown: Newspapers 2%, radio 21%, spot tv 69%, outdoor 3%, point of sale 1%, direct mail 4%. Employees: 14. Top execs: Henry Sauro, chairman; William H. Sauro, president. Phone: (602) 252-7606.

**Crescent Communications,** Minneapolis, reported gross income of \$22,670 in 1981 on billings of \$157,651. In 1980, it reported gross income of \$13,508 on billings of \$91,075. Volume in 1981 consisted of \$4,646 in media, \$6,659 in materials and services and \$146,346 in capitalized fees. In 1980, volume consisted of \$2,359 in media, \$3,094 in materials and services and \$85,622 in capitalized fees. Accounts gained: Commercial Office Products. Lost: Lakewood Publications. Billings breakdown: Business papers 40%, direct mail 60%. Top exec: John C. Moon, president. Phone: (612) 375-9392.

**Charles Crone Associates,** Raleigh, N.C., had estimated gross income of \$275,000 in 1981 on billings of \$1,840,177. In 1980, it had estimated gross income of \$285,000 on billings of \$1,908,222. Volume in 1981 consisted of \$1,544,948 in media, \$170,585 in materials and services and \$124,643 in capitalized fees. In 1980, volume consisted of \$1,613,943 in media, \$183,117 in materials and services and \$111,162 in capitalized fees. Accounts gained: Electronic Office Systems, Hevi-Duty Electric. Lost: None. Billings breakdown: Newspapers 11%, magazines 6%, radio 22%, spot tv 56%, outdoor 5%. Employees: Seven in one office. Top exec:



Charles W. Crone, president-ceo.  
Phone: (919) 834-1384.

**Crumbley Robertson Riley Advertising**, Atlanta, had estimated gross income of \$550,000 in 1981 on billings of \$3,684,456. In 1980, it had estimated gross income of \$470,000 on billings of \$3,138,709. Volume in 1981 consisted of \$2,800,000 in media, \$640,000 in materials and services and \$244,456 in capitalized fees. In 1980, volume consisted of \$2,400,000 in media, \$520,000 in materials and services and \$218,709 in capitalized fees. Accounts lost: Zachry. Employees: 14 in one office. Top execs: George Crumbley, president; Tommy Crumbley, Cheryl O'Neal, Jan Lok, vps. Phone: (404) 577-7150.

**Culpepper & Associates**, Houston, reported gross income of \$240,180 in 1981 on billings of \$1,446,868. In 1980, it reported gross income of \$174,845 on billings of \$1,051,339. Volume in 1981 consisted of \$862,328 in media, \$284,844 in materials and services and \$199,696 in capitalized fees. In 1980, volume consisted of \$568,149 in media, \$172,882 in materials and services and \$310,308 in capitalized fees. Accounts gained: Westside Natl Bank, Houston Autorama, Steve's Dockside, Whataburger (Houston Co-op), Rogers & Co. Lost: Grandy's, Quality Personnel, Papa Joe's Seafood Restaurant. Billings breakdown: Newspapers 8%, magazines 1%, radio 21%, spot tv 63%, outdoor 5%, direct mail 2%. Employees: Eight in one office. Top exec: Robert J. Culpepper Jr., president. Phone: (713) 977-6977.

**Culver Advertising**, Boston, had gross income of \$210,000 in 1981 on billings of \$1,400,000. In 1980, it reported gross income of \$185,000 on billings of \$1,200,000. The agency did not break out its volume for either year. Billings breakdown: Newspapers 25%, magazines 10%, radio 10%, spot tv 10%, business papers 25%, transit 5%, point of sale 5%, direct mail 5%, other 5%. Employees: Six in one office. Top exec: Edward Culver Jr., president. Phone: (617) 266-3356.

**Cummings/McPherson/Jones & Porter**, Rockford, Ill., had estimated gross income of \$461,000 in 1981 on billings of \$3,074,404. In 1980, it had estimated gross income of \$444,000 on billings of \$2,960,166. Volume in 1981 consisted of \$912,150 in media, \$496,578 in materials and services and \$1,665,676 in capitalized fees. In 1980, volume consisted of \$817,440 in media, \$401,813 in materials and services and \$1,740,913 in capitalized fees. Accounts gained: O'Brien division of Heico Inc., Spartan Tool, Modifire, Taylor Freezer, Louis Sherry Ice Cream, Adams Intl., Unit Dose, Clinicare, Fenner Fluid Power, Techni-Chem, Pierce Chemical Co. Billings breakdown: Newspapers 1.7%, magazines 86.2%, radio 0.5%, outdoor 5.5%, farm publications 2.7%, transit 3.4%. Employees: 16 in one office. Top execs: William W. Jones, president; James R. McPherson, chairman; Roger M. Porter, senior vp; Quinten P. Barclay, exec vp. Phone: (815) 962-0615.

**Cunningham, Sly & Associates**, Shreveport, La., had gross income of \$577,500 in 1981 on billings of \$2,942,096. In 1980, it reported gross income of \$490,000 on billings of \$3,719,440. Volume in 1981 consisted of \$1,237,500 in media, \$1,512,500 in materials and services and \$192,096 in capitalized fees. In 1980, volume consisted of \$1,180,000 in media, \$1,325,500 in materials and services and \$1,213,940 in capitalized fees. Accounts gained: W.L. Somner. Lost: Hodges Gardens. Billings breakdown: Newspapers 22%, magazines 40%, radio 8%, spot tv 20%, cable tv 10%. Employees: Eight in one office. Top exec: Harold L. Cunningham,

president; Harold Sly, exec vp. Phone: (318) 425-2489.

**H. Whitney Cutler Advertising**, Fairfield, N.J., had gross income of \$600,000 in 1981 on billings of \$4,200,000. In 1980, it reported gross income of \$450,000 on billings of \$3,700,000. Volume in 1981 consisted of \$2,700,000 in media and \$1,500,000 in materials and services. In 1980, volume consisted of \$2,400,000 in media and \$1,300,000 in materials and services. Accounts gained: General Dynamics electro dynamics division, Heat-Vac Systems, Hinterhoeller Yachts Ltd., Laurel Printing, M.A.N.-Wood Industries, Torin Inc. Lost: Baldwin-Gegenheimer. Billings breakdown: Newspapers 23%, magazines 65%, radio 10%, outdoor 2%. Employees: 13 in two offices. Top execs: H. Whitney Cutler, chairman-ceo; Kenneth C. Mehrhof, president-coo. Phone: (201) 575-8292.

**Damart Advertising Associates**, Minneapolis, had estimated gross income of \$954,900 in 1981 on billings of \$6,366,000. In 1980, it reported gross income of \$531,441 on billings of \$4,095,027. Volume in 1981 consisted of \$6,350,000 in media and \$16,000 in materials and services. In 1980, volume consisted of \$4,079,727 in media and \$15,300 in materials and services. Accounts gained: Thrifty Scot Motels, Travel & Transport, Visa Intl. Travelers Cheques, Household Intl. Lost: First Bank System, S&H Green Stamps, Hypro Pumps. Billings breakdown: Newspapers 8%, magazines 16%, business papers 8%, transit 5%, other (Yellow Pages) 63%. Employees: 15 in one office. Top exec: Edward W. Rhodes, president. Phone: (612) 830-2286.

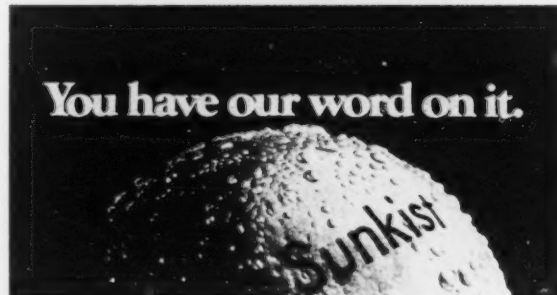
**R.J. Damisch Advertising & Marketing**, Northbrook, Ill., had estimated gross income of \$30,000 in 1981 on billings of \$200,000. In 1980, it had estimated gross income of \$37,500 on billings of \$250,000. Volume in 1981 consisted of \$150,000 in media and \$50,000 in materials and services. No volume breakdown was provided for 1980. Accounts gained: Bonar Rosedale Plastics. Billings were divided among newspapers, magazines, outdoor and direct mail. Employees: three in one office. Top execs: Richard J. Damisch, president; and Jean L. Damisch, exec vp. Phone: (312) 446-8622.

**Darien, Russell & Hill**, San Jose, Cal., reported gross income of \$583,733 in 1981 on billings of \$4,041,184. In 1980, it reported gross income of \$501,004 on billings of \$4,206,312. Volume in 1981 consisted of \$2,731,265 in media, \$330,076 in materials and services and \$979,843 in capitalized fees. In 1980, volume consisted of \$3,034,957 in media, \$319,203 in materials and services and \$852,152 in capitalized fees. Accounts gained: Grand Canyon National Park Lodges, Hyatt San Jose, Hyatt Hotels of Palo Alto, San Jose National Bank, Miller & Hinle attys., San Mateo Fashion Island. Lost: Cupertino Dental Lab, Food Villa markets, Quality Tune-Up, Himsel VW, Herold's Shoes. Billings breakdown: Newspapers 26.5%, magazines 4%, radio 20.2%, spot tv 41.8%, cable tv 0.5%, outdoor 1.5%, business papers 2%, transit 0.5%, direct mail 1%, other 2%. Employees: 14 in one office. Top execs: Frank Darien, president; Earle Russell, vp-secretary; Danny Hill, vp-treasurer. Phone: (408) 298-5700.

**deBruyn Rettig Advertising**, El Paso, had estimated gross income of \$810,000 in 1981 on billings of \$5,400,000. In 1980, it had estimated gross income of \$620,000 on billings of \$4,150,000. No volume breakout was provided. Employees: 26 in one office. Top execs: Erich deBruyn, chairman; Dick deBruyn, president; Henry Rettig,

## Foote, Cone & Belding

Foote, Cone & Belding believes that a synthesis of powerful words and graphics attracts the reader/viewer to participate in a person-to-person dialog that makes the sale.



vp. Phone: (915) 592-4191.

**Paul A. DeJesse Advertising**, Woodbridge, N.J., a healthcare agency, had estimated gross income of \$650,000 in 1981 on billings of \$4,537,150. In 1980, it had estimated gross income of \$265,000 on billings of \$1,790,000. Volume in 1981 consisted of \$140,300 in media, \$61,350 in materials and services and \$4,335,500 in capitalized fees. In 1980, volume consisted of \$290,000 in media, \$300,000 in materials and services and \$1,200,000 in capitalized fees. Accounts gained: Coopercare (Oral B), Becton-Dickinson. Billings breakdown: Magazines 10%, point of sale 10%, direct mail 10%, other (medical promotion) 70%. Employees: 12 in one office. Top execs: Paul A. DeJesse, president; Phyllis S. DeJesse and David Vogelsang, vps. Phone: (201) 636-6333.

**Demaine & Associates**, Alexandria, Va., had gross income of \$990,242 in 1981 on billings of \$6,271,469. In 1980, it reported gross income of \$706,099 on billings of \$4,374,519. Volume in 1981 consisted of \$3,302,426 in media, \$993,389 in materials and services and \$1,975,654 in capitalized fees. In 1980, volume consisted of \$1,970,393 in media, \$1,000,525 in materials and services and \$1,403,601 in capitalized fees. Accounts gained: Lustine Toyota/Dodge, Balfour, MacLaine Inc., Trend Analysis Portfolio Management, Lustine Oldsmobile, Leasing Systems Inc., National Commerce Exchange, Wilson Pontiac & Honda, A.B. Caggiano & Associates, Americar Rental & Leasing, National Commerce Hardware, Communications Satellite Corp. (COMSAT), Springfield Mall. Billings breakdown: Newspapers 15%, magazines 15%, radio 25%, spot tv 20%, outdoor 2%, business papers 12%, other 11%. Employees: 21 in one office. Top execs: Windsor Demaine, chairman; Jay Brown, president. Phone: (703) 836-0505.

**Deppe & Associates**, St. Louis, reported gross income of \$506,959 in 1981 on billings of \$3,380,892. In 1980, it reported gross income of \$370,833 on billings of \$2,473,455. No volume breakout was provided. Accounts gained: Maple Park Real

Estate, Lennox Dealers (eastern division), Mon-A-Therm Inc. Billings breakdown: Newspapers 6%, magazines 28%, radio 12%, spot tv 41%, business papers 6%, point of sale 4%, direct mail 1%, other 2%. Employees: 10 in one office. Phone: (314) 652-2800.

**Detrow & Underwood**, Ashland, O., had estimated gross income of \$300,000 in 1981 on billings of \$2,012,163. In 1980, it had estimated gross income of \$275,000 on billings of \$1,853,790. Volume in 1981 consisted of \$285,011 in media, \$457,649 in materials and services and \$1,269,503 in capitalized fees. In 1980, volume consisted of \$322,699 in media, \$362,290 in materials and services and \$1,168,801 in capitalized fees. Accounts gained: Willis, Osmond & Beilstein, Hull Pottery Co., Taylor Woodcraft, Creative Decor, Basketville, Digital & Analog Corp., LISN Corp., Model T. Mfg. and Smith Wood Products. Billings breakdown: Newspapers 10%, magazines 10%, outdoor 5%, business papers 60%, farm publications 10%, direct mail 5%. Employees: Nine. Top exec: Jack M. Destrow, president. Phone: (419) 289-0265.

**Dickson Rakaseder Mosconi**, Westport, Conn., had estimated gross income of \$630,000 in 1981 on billings of \$4,200,000. In 1980, it had estimated gross income of \$420,000 on billings of \$2,800,000. The agency did not break out its volume for either year. Accounts gained: Connecticut Newspapers Inc., Outdoor Traders Show, WEZN Radio. Lost: Donnelley Marketing, Putnam Trust Co. Billings breakdown: Newspapers 25%, magazines 50%, radio 10%, spot tv 10%, outdoor 5%. Employees: 12 in one office. Top execs: Donald Dickson, chairman; Ronald Rakaseder, president; Roger Mosconi, exec vp. Phone: (203) 226-1296.

**Dini Advertising**, San Francisco, reported gross income of \$345,315 and net income of \$29,708 in 1981 on billings of \$1,373,759. In 1980, it reported gross income of \$213,382 and net income of \$13,294 on billings of \$1,258,273. Volume in 1981 consisted of \$1,039,790 in media, \$321,528 in materials and services and \$12,441 in capitalized fees. In 1980, volume consisted of

\$637,805 in media, \$176,233 in materials and services and \$444,235 in capitalized fees. Accounts gained: Foremost-McKesson dairy division, Swiss Helicopter Rescue Federation, China Overseas Shipping Co. Lost: Ro-Lo Pacific Line, Life-guard. Billings breakdown: Newspapers 35%, magazines 5%, radio 15%, spot tv 15%, cable tv 5%, business papers 10%, point of sale 10%, direct mail 5%. Employees: Eight in one office. Top execs: Robert L. Dini, president; Judy K. Lee, vp-treasurer; Gerald R. Wooliever, vp-creative director. Phone: (415) 433-0800.

**Dallas C. Dort & Co.**, Flint, Mich., had estimated gross income of \$300,000 in 1981 on billings of \$2,082,000. In 1980, it had estimated gross income of \$300,000 on billings of \$2,025,000. Volume in 1981 consisted of \$820,000 in media, \$156,000 in materials and services and \$1,106,000 in capitalized fees. In 1980, volume consisted of \$1,000,000 in media, \$187,000 in materials and services and \$838,000 in capitalized fees. Accounts gained: Skaff Carpet and Furniture Co., Flint Convention and Visitors Bureau. Billings breakdown: Newspapers 20%, supplements 1%, radio 25%, spot tv 28%, outdoor 5%, direct mail 7%, other (collateral) 14%. Employees: Seven in one office. Top exec: Dallas C. Dort, president. Phone: (313) 238-4677.

**James L. Dow Co.**, Chicago, had estimated gross income of \$18,000 in 1981 on billings of \$123,000. In 1980, it had estimated gross income of \$19,000 on billings of \$127,500. Volume in 1981 consisted of \$3,000 in materials and services and \$120,000 in capitalized fees. In 1980, volume consisted of \$2,500 in materials and services and \$125,000 in capitalized fees. Billings breakdown: Newspapers 30%, magazines 10%, direct mail 60%. Employees: Five in one office. Top execs: Barbara J. Dow, president; Linda J. and Judy L. Dow, vps. Phone: (312) 782-4737.

**Dudreck DePaul Ficco & Morgan**, Pittsburgh, reported gross income of \$964,000 in 1981 on billings of \$8,450,000. In 1980, it reported gross income of \$701,100 on billings of \$6,773,500. Volume in 1981 con-



## Gross income under \$1,000,000

sisted of \$3,266,000 in media, \$1,182,000 in materials and services and \$4,002,000 in capitalized fees. In 1980, volume consisted of \$2,160,000 in media, \$945,000 in materials and services and \$3,668,500 in capitalized fees. Accounts gained: Energy Utilization Systems, Baker Mine Service, Mr. Waterheater, Fay-West Dental Service, Kid Tech Toys. Lost: Jeannette Corp. Billings breakdown: Newspapers 2%, magazines 2%, radio 10%, spot tv 30%, outdoor 5%, business papers 16%, point of sale 1%, direct mail 3%, other (colateral) 31%. Employees: 22 in one office. Top execs: Albert W. Dureck, John D. DePaul, James V. Fico Jr., Paul J. Morgan. Phone: (412) 242-2580.

**Duffy, Knutson & Oberpriller**, Minneapolis, had estimated gross income of \$550,000 in 1981 on billings of \$3,673,000. Founded midyear 1980, the agency had estimated gross income of \$200,000 on billings of \$1,347,000 for that period. Volume in 1981 consisted of \$1,221,000 in media, \$604,000 in materials and services and \$1,848,000 in capitalized fees. In 1980, volume consisted of \$358,000 in media, \$229,000 in materials and services and \$760,000 in capitalized fees. Accounts gained: Harris & Frank (Los Angeles), Paterson Jenks PLC (London; for U.S. introduction), Minnesota Zoological Society. Lost: Powderhorn Mountaineering (resigned). Billings breakdown: Newspapers 30%, magazines 10%, supplements 2%, radio 15%, spot tv 10%, outdoor 5%, business papers 20%, direct mail 3%, other 5%. Employees: 15 in one office. Top execs: Gary H. Knutson, president; Dean R. Oberpriller, Daniel E. Oberpriller, exec vps; Joseph P. Duffy, senior vp. Phone: (612) 375-9660.

**Dulaney Advertising**, Louisville, Ky., had gross income of \$354,829 in 1981 on billings of \$2,540,499. In 1980, it reported gross income of \$308,120 on billings of \$2,128,801. Volume in 1981 consisted of \$1,533,103 in media, \$203,728 in materials and services and \$803,668 in capitalized fees. In 1980, volume consisted of \$1,270,475 in media, \$175,207 in materials and services and \$683,119 in capitalized fees. Accounts gained: Humana, Outpatient and ER divisions, Growth Systems Technology, Cardinal Medical Inc., Louisville Central Area Inc., Doe Valley Resort, Commonwealth Insurance. Lost: Fashion Shops of Kentucky, Lovenhart's Men's Shops. Billings breakdown: Newspapers 35%, magazines 15%, supplements 5%, radio 15%, spot tv 25%, outdoor 2%, business papers 1%, farm publications 1%, other 1%. Employees: 14 in one office. Top exec: Woodford H. Dulaney, president. Phone: (502) 587-1711.

**Dunshee & Co.**, Denver, had estimated gross income of \$135,000 in 1981 on billings of \$900,000, same as in 1980. Billings breakdown: Newspapers 40%, magazines 10%, radio 20%, spot tv 10%, outdoor 5%, business papers 5%, point of sale 5%, other 5%. Top exec: Ross M. Dunshee, president. Phone: (303) 571-5280.

**Eagen, Curtis & Hickman**, Indianapolis, reported gross income of \$520,440 and net income of \$177,000 in 1981 on billings of \$4,277,950. In 1980, it reported gross income of \$474,419 and net income of \$146,966 on billings of \$3,744,000. Volume in 1981 consisted of \$2,100,500 in media, \$610,000 in materials and services and \$1,567,450 in capitalized fees. In 1980, volume consisted of \$1,900,000 in media, \$510,000 in materials and services and

\$1,334,000 in capitalized fees. Accounts gained: Vista Communities Inc., Mutual Trust Bank, First Natl Bank, Allied Fidelity Insurance, WIFE (am), The Pointe on Lake Monroe. Lost: Columbus Bank & Trust. Billings breakdown: Newspapers 15%, magazines 15%, supplements 8%, radio 30%, spot tv 10%, outdoor 10%, business papers 5%, farm publications 5%, transit 1%, point of sale 1%. Employees: 15 in one office. Top execs: William Eagen, chairman; Vaughn Hickman, exec vp. Phone: (317) 547-5541.

**Eagle Advertising**, New Rochelle, N.Y., had gross income of \$432,500 in 1981 on billings of \$1,940,000. In 1980, it reported gross income of \$370,000 on billings of \$1,994,000. Volume in 1981 consisted of \$1,700,000 in media, \$205,000 in materials and services, and \$35,000 in overseas media billings. In 1980, volume consisted of \$1,760,000 in media, \$202,000 in materials and services, and foreign billings of \$32,000. Billings breakdown: Magazines 70%, farm publications 30%. Employees: Four in one office. Top exec: James B. Cowen, president. Phone: (914) 235-5300.

**Eddy-Rucker-Nickels Co.**, Cambridge, Mass., had gross income of \$179,375 and a net loss of \$17,794 in 1981 on billings of \$1,202,100. In 1980, it reported gross income of \$270,109 and net income of \$21,785 on billings of \$1,970,342. Volume in 1981 consisted of \$4,105 in media, \$27,023 in materials and services and \$1,170,972 in capitalized fees. In 1980, volume consisted of \$478,914 in media, \$193,779 in materials and services and \$1,297,649 in capitalized fees. Top exec: George D. Sargent Jr., president. Phone: (617) 864-9300.

**Elbert Advertising Agency**, Waltham, Mass., reported gross income of \$315,250 in 1981 on billings of \$1,849,942. In 1980, it reported gross income of \$257,204, of which \$8,876 was from non-U.S. business, on billings of \$1,565,522. Volume in 1981 consisted of \$522,450 in media, \$291,050 in materials and services and \$1,036,442 in capitalized fees. In 1980, volume consisted of \$477,004 in media, \$220,228 in materials and services and \$811,875 in capitalized fees. Non-U.S. volume was \$35,678 in billings, \$4,147 in materials and services and \$16,590 in capitalized fees. Accounts gained: Red Horse Inn Motel, The Service Bench. Lost: None. Billings breakdown: Newspapers 10.8%, magazines 2.3%, radio 5.3%, spot tv 1.8%, business papers 66.8%, point of sale 4.9%, direct mail 7.2%, other (Yellow Pages) 0.9%. Employees: Seven in one office. Top exec: Elbert A. Taitz, president. Phone: (617) 890-5777.

**Emerson/Nichols/Bailey**, Topeka, Kan., reported gross income of \$869,645 and net income of \$40,011 in 1981 on billings of \$5,855,238. In 1980, it reported gross income of \$538,335 and net income of \$20,057 on billings of \$3,604,676. Volume in 1981 consisted of \$3,892,666 in media, \$716,136 in materials and services and \$1,246,436 in capitalized fees. In 1980, volume consisted of \$2,111,387 in media, \$364,938 in materials and services and \$1,128,351 in capitalized fees.

Accounts gained: Pepsi-Cola Bottling Co. of Northeast Kansas, RE/MAX Realtors Association of Dallas, Brock Residence Inns of Topeka. Billings breakdown: Newspapers 36%, magazines 5%, radio 7%, spot tv 44%, outdoor 5%, business papers 3%. Employees: 32 in one office. Top execs: Stan Emerson, chairman-president. Phone: (913) 272-9391.

**Emery Advertising**, El Paso, reported gross income of \$480,000 and net income of \$180,000 in 1981 on billings of \$2,433,500. In 1980, it reported gross income of \$400,000 and net income of \$140,000 on billings of \$2,033,500. Volume in 1981 consisted of \$1,800,000 in media, \$300,000 in materials and services and \$333,500 in capitalized fees. In 1980, volume consisted of \$1,500,000 in media, \$200,000 in materials and services and \$333,500 in capitalized fees. Accounts gained: Ruidoso Downs race track, Sunland Park race track Amigo TV. Lost: None. Billings breakdown: Newspapers 15%, magazines 5%, radio 20%, spot tv 45%, outdoor 5%, business papers 5%, direct mail 5%. Employees: 12 in one office. Top execs: Tom Emery, president; Marina Nickerson, Charles Bourland, vps. Phone: (915) 532-3636.

**John Emmerling Inc.**, New York, had gross income of \$890,750 in 1981 on billings of \$5,938,440. In 1980, it reported gross income of \$709,642 on billings of \$4,731,018. Volume in 1981 consisted of \$5,300,000 in media, \$425,000 in materials and services and \$213,440 in capitalized fees. In 1980, volume consisted of \$4,218,000 in media, \$384,387 in materials and services and \$128,631 in capitalized fees. Accounts gained: FMC Corp.'s Sun Pool chemicals division, Descente America Inc. Lost: WKHK-FM, Village Voice. Billings breakdown: Newspapers 5%, magazines 15%, radio 30%, spot tv 35%, business papers 10%, transit 5%. Employees: 10 in one office. Top execs: John Emmerling, chairman, co-creative director; James R. Guthrie, president; Arthur P. Gilmore, exec vp, co-creative director. Phone: (212) 751-7460.

**Estey-Hoover**, Newport Beach, Cal., reported gross income of \$706,425 in 1981 on billings of \$4,761,387. In 1980, it reported gross income of \$711,806 on billings of \$4,822,016. Volume in 1981 consisted of \$2,221,583 in media, \$738,904 in materials and services and \$1,800,900 in capitalized fees. In 1980, volume consisted of \$2,625,812 in media, \$661,322 in materials and services and \$1,524,882 in capitalized fees. Accounts gained: Orange Micro Inc., Mission Viejo Natl Bank, Household Federal S&L, Far West Services. Lost: South Coast Bank, American Car Plan. Billings breakdown: Newspapers 19%, magazines 17%, radio 9%, spot tv 29%, business papers 21%, point of sale 2%, direct mail 3%. Employees: 18 in one office. Top exec: Daniel W. Hoover, president. Phone: (714) 549-8651.

**Ethos Public Relations & Advertising**, Ithaca, N.Y., reported gross income of \$34,000 in 1981 on billings of \$206,317. In 1980, it reported gross income of \$36,975 on billings of \$217,655. Volume in 1981 consisted of \$63,000 in media, \$56,607 in materials and services and \$86,710 in capitalized fees. In 1980, volume consisted of \$57,125 in media, \$67,150 in materials and services and \$93,380 in capitalized fees. Accounts gained: Cornell University (real estate and athletic department), Finger Lakes Wine Growers Assn., Lindemann Laboratories, Tompkins County Trust Co. Lost: Islands In The Sun Cruises, Ithaca. Billings breakdown: Newspapers 1%, business papers 75%, farm publications 24%. Employees: One. Top exec: Edgar H. Scholl, president. Phone: (607) 272-3953.

**Everett, Brandt & Bernauer**, Independence, Mo., reported gross income of \$246,284 in 1981 on billings of \$1,335,600. In 1980, it reported gross income of \$249,740 on billings of \$1,389,980. Volume in 1981 consisted of \$901,836 in media, \$95,685 in materials and services

and \$337,539 in capitalized fees. In 1980, volume consisted of \$899,539 in media, \$113,394 in materials and services and \$377,047 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 10%, radio 34%, spot tv 17%, outdoor 1%, other (M&S 11%, Natl Yellow Pages 14%, fees 3%) 28%. Employees: 10 in one office. Top execs: James A. Everett, president, and Norman L. Bernauer. Phone: (816) 836-1000.

**Faber Shervey Advertising**, Minneapolis, reported gross income of \$160,800 in 1981 on billings of \$1,180,277. In 1980, it reported gross income of \$132,042 on billings of \$941,684. Volume in 1981 consisted of \$386,000 in media, \$97,543 in materials and services and \$696,734 in capitalized fees. In 1980, volume consisted of \$238,625 in media, \$90,500 in materials and services and \$612,559 in capitalized fees. Accounts gained: Charter House, Solarworks Inc., Wellington Industries. Lost: Nature's Family Inc., Namco Inc., Minnesota Valley Testing Laboratories. Billings breakdown: Newspapers 11%, magazines 70%, supplements 2%, radio 5%, farm publications 12%. Employees: Six in one office. Top execs: Paul D. Shervey, president. Phone: (612) 835-5545.

**Farris Advertising**, Kansas City, had estimated gross income of \$185,000 in 1981 on billings of \$1,242,000. In 1980, it had estimated gross income of \$165,000 on billings of \$1,102,000. The agency purchased its own office building in 1981. Accounts gained: W.F. Norman Mfg. Corp., Maverick Industries, Data Service Computers Inc., Nova Mfg. Lost: None. Billings breakdown: Newspapers 11%, magazines 19%, radio 15%, spot tv 15%, outdoor 10%, farm publications 10%, direct mail 15%, other 5%. Employees: Eight in one office. Top execs: Fred Farris, Warner Lewis. Phone: (816) 531-5300.

**Fearon/O'Leary Associates**, New York, had gross income of \$840,503 in 1981 on billings of \$5,540,000. In 1980, it reported gross income of \$765,000 on billings of \$5,120,000. Volume in 1981 consisted of \$4,700,000 in media, \$660,000 in materials and services and \$180,000 in capitalized fees. In 1980, volume consisted of \$4,400,000 in media, \$400,000 in materials and services and \$320,000 in capitalized fees. Accounts gained: New York Hilton, Museum Tower, Old Tyme ginger beer. Lost: Baker & Taylor, Boars Head. Billings breakdown: Newspapers 25%, magazines 30%, radio 25%, spot tv 15%, outdoor 5%. Employees: 15 in one office. Top execs: Robert A. Fearon, chairman; Alice O'Leary, president. Phone: (212) 580-9494.

**Fensholt Inc.**, Chicago, reported gross income of \$953,011 in 1981 on billings of \$7,060,124. In 1980, it reported gross income of \$735,231 on billings of \$5,889,507. Volume in 1981 consisted of \$1,984,032 in media, \$1,617,492 in materials and services and \$3,458,600 in capitalized fees. In 1980, volume consisted of \$1,870,317 in media, \$1,120,962 in materials and services and \$2,898,228 in capitalized fees. Billings breakdown: Magazines 95%, radio 1%, business papers 2%, farm publications 2%. Employees: 23 in two offices. Top execs: Daniel D. Glaubke, president-ceo; Charles R. Muth, exec vp-coo. Phone: (312) 263-1132.

**H.T. Fenton Associates**, Somerville, N.J., had gross income of \$593,495 and net income of \$59,350 in 1981 on billings of \$3,957,799. In 1980, it reported gross income of \$558,000 and net income of \$55,800 on billings of \$3,721,200. Volume in 1981 consisted of \$1,189,017 in media, \$421,736 in materials and

services and \$2,347,046 in capitalized fees. In 1980, volume consisted of \$744,000 in media, \$576,000 in materials and services and \$2,401,200 in capitalized fees. Accounts gained: Pennwalt Corp.'s Agchem division, Limestone Products Corp., Ajinomoto. Lost: American Hoechst Corp.'s agrichemicals division, Namolco Inc. Billings breakdown: Newspapers 10%, magazines 17%, radio 10%, spot tv 5%, farm publications 48%, point of sale 2%, direct mail 5%, other 3%. Employees: 14 in one office. Top exec: Harry T. Fenton, president. Phone: (201) 359-1100.

**Ferber Janklow Chimbler Bender**, New York, formerly Ferber, Janklow & Associates, had gross income of \$858,999 in 1981 on billings of \$4,866,850. In 1980, it reported gross income of \$720,733 on billings of \$4,083,475. Volume in 1981 consisted of \$3,600,000 in media, \$900,000 in materials and services and \$366,850 in capitalized fees. In 1980, volume consisted of \$3,200,000 in media, \$600,000 in materials and services and \$283,475 in capitalized fees. Accounts gained: World Tennis Magazine, Gates Gloves, Mannor Corp., Penfield Retail Corp. Lost: Shirley of Atlanta. Billings breakdown: Newspapers 20%, magazines 30%, radio 10%, spot tv 10%, outdoor 5%, business papers 20%, direct mail 5%. Employees: 15. Top execs: Bruce Janklow, president; David Bender, Robert Chimbler, exec vps-creative directors; Murray Gerber, vp-general manager. Phone: (212) 581-6780.

**Martin Fiderer Associates**, Englewood Cliffs, N.J., reported gross income of \$473,000 in 1981 on billings of \$3,337,000. In 1980, it reported gross income of \$315,000 on billings of \$2,423,000. Volume in 1981 consisted of \$637,000 in media, \$399,000 in materials and services and \$2,301,000 in capitalized fees. In 1980, volume consisted of \$398,000 in media, \$265,000 in materials and services and \$1,760,000 in capitalized fees. Accounts gained: Heraeus Dental Gold Corp., Institute for Behavioral Awareness, Television Center for Continuing Medical Education. Lost: None. Billings breakdown: Magazines 20%, direct mail 45%, other 35%. Employees: 10 in one office. Phone: (201) 871-0422.

**Fillman Advertising**, Champaign, Ill., reported gross income of \$131,330 in 1981 on billings of \$571,980. In 1980, it reported gross income of \$103,500 on billings of \$450,000. Volume in 1981 consisted of \$380,000 in media and \$191,980 in materials and services. In 1980, volume consisted of \$299,000 in media and \$151,000 in materials and services. Accounts gained: Conlin-Dodds Travel. Billings breakdown: Business papers 50%, farm publications 25%, direct mail 25%. Employees: Four in one office. Top exec: William T. Fillman, president. Phone: (217) 352-0002.

**Finnegan & Agee**, Richmond, Va., had gross income of \$751,834 and net income of \$114,250 in 1981 on billings of \$4,355,017. In 1980, it reported gross income of \$583,185 and a net loss of \$62,137 on billings of \$3,761,328. Volume in 1981 consisted of \$2,915,000 in media, \$800,350 in materials and services and \$639,667 in capitalized fees. In 1980, volume consisted of \$2,648,500 in media, \$717,495 in materials and services and \$395,333 in capitalized fees. Accounts gained: Atlantic Permanent Federal S&L, Southern Bank, Medical College of Virginia (nurse recruitment), Weidmuller Terminations. Lost: Metropolitan Richmond Private Industry Council, Markel Services. Billings breakdown: Newspapers 9.2%, magazines 7.4%, radio 35%, spot tv 42%, outdoor 4.4%, other 2%. Employees: 19 in one of-



fic. Top execs: Tim Finnegan, president; Louis Brink, exec vp. Phone: (804) 643-4100.

**Fischbein Advertising**, Minneapolis, had gross income of \$377,119 in 1981 on billings of \$2,739,961. In 1980, it reported gross income of \$332,343 on billings of \$2,482,366. Volume in 1981 consisted of \$1,665,110 in media, \$362,909 in materials and services and \$711,942 in capitalized fees. In 1980, volume consisted of \$1,508,567 in media, \$328,790 in materials and services and \$645,009 in capitalized fees. Accounts gained: Hotel Seville, Vern Dounay Homes, Moccasin House, Hamer Machine Co. Billings breakdown: Newspapers 45%, magazines 0.5%, radio 10%, spot tv 3%, business papers 19.5%, direct mail 7%, other (collateral) 15%. Employees: 10 in one office. Top exec: Jerome Fischbein, president. Phone: (612) 542-9666.

**FitzSimons Advertising**, Cleveland, formerly FitzSimons LeGrand Advertising, had gross income of \$405,000 in 1981 on billings of \$2,700,000. In 1980, it reported gross income of \$285,000 on billings of \$1,900,000. Volume in 1981 consisted of \$1,500,000 in media, \$450,000 in materials and services and \$750,000 in capitalized fees. In 1980, volume consisted of \$800,000 in media, \$400,000 in materials and services and \$700,000 in capitalized fees. Accounts gained: Agency Rent-A-Car, Assn. for Retarded Citizens, Brodhead-Garrett Co., Hauser & Taylor (CPA's), Stone Direct Mail Services. Lost: Red Carpet Care, David H. Shook & Co. (CPA), Bessam Mfg., Newman, Marich & Associates. Billings breakdown: Newspapers 14%, magazines 5%, radio 9%, spot tv 14%, outdoor 3%, business papers 19%, transit 3%, point of sale 4%, other 29%. Employees: Seven. Top execs: Daniel A. FitzSimons, president; Richard C. Wright, vp-marketing services. Phone: (216) 241-5656.

**Harold E. Flint & Associates**, Fargo, N.D., reported gross income of \$588,000 in 1981 on billings of \$3,739,261. In 1980, it reported gross income of \$761,635 on billings of \$4,818,999. Volume in 1981 consisted of \$1,678,330 in media, \$561,468 in materials and services and \$1,499,463 in capitalized fees. In 1980, volume consisted of \$2,254,917 in media, \$778,396 in materials and services and \$1,785,686 in capitalized fees. Accounts gained: North Dakota Grain Dealers Assn., Controlled Fuel Systems. Billings breakdown: Newspapers 26%, magazines 1%, radio 13%, spot tv 18%, outdoor 2%, business papers 22%, farm publications 18%. Employees: 17 in one office. Top exec: Harold E. Flint, president. Phone: (701) 237-4850.

**Fogarty & Klein**, Houston, had gross income of \$768,000 in 1981, its first full year in operation, on billings of \$5,081,000. Volume in 1981 consisted of \$4,600,000 in media and \$481,000 in materials and services. Accounts gained: Allied Bancshares, Pilgrim Industries, Datsun Dealer Assn. (Houston), 7Up Bottling (Houston) and Skytop Brewster Co. Lost: Reliability Inc. Billings breakdown: Newspapers 15%, magazines 5%, radio 30%, spot tv 35%, outdoor 10%, business papers 5%. Employees: Eight. Top execs: Richard E. Klein, William H. Fogarty. Phone: (713) 528-3354.

**Peter Forstenzer Advertising**, New York, had gross income of \$122,095 in 1981 on billings of \$634,936. The agency did not report 1980 figures. Volume in 1981 consisted of \$456,366 in media and \$178,570 in materials and services. Accounts gained: Godax Laboratories, Yorke Publishing, Anderson Organization. Billings breakdown: Newspapers 25%, magazines

15%, outdoor 50%, point of sale 10%. Employees: Four in one office. Top exec: Peter Forstenzer, president. Phone: (212) 697-8725.

**Fortis Fortis Advertising**, Chicago, reported gross income of \$698,000 in 1981 on billings of \$4,650,000. In 1980, it reported gross income of \$315,000 on billings of \$2,100,000. Volume in 1981 consisted of \$2,300,000 in media, \$650,000 in materials and services and \$1,700,000 in capitalized fees. In 1980, volume consisted of \$850,000 in media, \$500,000 in materials and services and \$750,000 in capitalized fees. Accounts gained: Honda Dealers Assn. of Chicago and Northwest Indiana, Stern-Seeburg (Stern coin-operated arcade games and Seeburg juke boxes), Universal Research Labs, Nivea lotion and creme (creative). Lost: Salerno-Megowen Biscuit Co. Billings breakdown: Newspapers 12%, magazines 30%, radio 5%, spot tv 50%, direct mail 3%. Employees:

10 in one office. Top execs: J. Fortis, president; Dixie B. Fortis, exec vp-director of creative services; Carl A. Shem, chairman. Phone: (312) 329-1980.

**Fotheringham & Associates**, Salt Lake City, had estimated gross income of \$485,000 in 1981 on billings of \$3,227,455. It did not report in 1980. Volume in 1981 consisted of \$1,214,245 in media, \$721,164 in materials and services and \$1,292,046 in capitalized fees. Accounts gained: Medema Homes, Country Crisp Foods, Diasonics Cardio Imaging, Marriott Hotel (Salt Lake City). Billings breakdown: Newspapers 38%, magazines 5%, radio 16%, spot tv 39%, outdoor 2%. Employees: 16 in one office. Top execs: Robert S. Fotheringham, Bruce Jensen, Michael Snarr, Samuel M. Williams. Phone: (801) 521-2903.

**Alan Frank & Associates**, Salt Lake City, reported gross income

of \$288,556 and net income of \$19,500 in 1981 on billings of \$7,374,236. In 1980, it reported gross income of \$511,878 and net income of \$32,000 on billings of \$10,121,306. Volume in 1981 consisted of \$6,364,511 in media, \$48,578 in materials and services and \$961,147 in capitalized fees. In 1980, volume consisted of \$7,752,198 in media, \$130,376 in materials and services and \$2,238,732 in capitalized fees. Accounts gained: Clines Auto Sales, Mark Miller Pontiac. Lost: International Motors. Billings breakdown: Newspapers 27%, supplements 2%, radio 16%, network tv 55%. Employees: 21 in two offices. Phone: (801) 486-7455.

**Sheldon Fredericks Advertising**, New York, had gross income of \$565,000 and net income of \$98,000 in 1981 on billings of \$5,373,000. In 1980, it reported gross income of \$527,000 and net income of \$96,000 on billings of

\$5,128,000. Volume in 1981 consisted of \$3,120,000 in media, \$911,000 in materials and services and \$1,342,000 in capitalized fees. In 1980, volume consisted of \$2,940,000 in media, \$866,000 in materials and services and \$1,322,000 in capitalized fees. Billings breakdown: Newspapers 35%, magazines 19%, radio 9%, network tv 22%, direct mail 15%. Top exec: Fred Schwartz, president. Employees: 18. Phone: (212) 867-0110.

**Fricke 3 Inc.**, Raleigh, N.C., had gross income of \$354,362 in 1981 on billings of \$1,838,363. In 1980, it reported gross income of \$272,602 on billings of \$1,362,779. Volume in 1981 consisted of \$836,133 in media, \$796,794 in materials and services and \$205,436 in capitalized fees. In 1980, volume consisted of \$511,151 in media, \$653,376 in materials and services and \$198,252 in capitalized fees. Billings breakdown: Newspapers 20%, magazines 30%, radio 10%, spot tv 5%, outdoor 20%, busi-



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## Gross income under \$1,000,000

ness papers 15%. Employees: Eight in one office. Phone: (919) 872-0900.

**Friedman Associates**, West Orange, N.J., had estimated gross income of \$180,000 both in 1981 and 1980 on billings of \$1,205,000. Volume consisted of \$1,200,000 in media, \$5,000 in materials and services for both years. Billings breakdown: Newspapers 90%, magazines 2%, radio 4%, outdoor 1%, transit 2%, other 1%. Employees: Three in one office. Top exec: Joseph Friedman, president. Phone: (201) 325-1314.

**Fulcher/Brownfeld**, Phoenix, reported gross income of \$330,000 in 1981 on billings of \$2,200,000. In 1980, it reported gross income of \$525,000 on billings of \$3,000,000. No volume breakout was reported for 1981. Billings breakdown: Newspapers 15%, magazines 18%, radio 15%, outdoor 5%, point of sale 20%, direct mail 27%. Employees: Five in one office. Top execs: Wayne Fulcher, president; Fred Brownfeld, vp-creative director. Phone: (602) 274-7707.

**GAMS Chicago Inc.**, Chicago, reported gross income of \$360,000 and net income of \$48,000 in 1981 on billings of \$3,213,558. In 1980, it reported gross income of \$285,000 and net income of \$40,804 on billings of \$2,555,500. Volume in 1981 consisted of \$1,527,578 in media, \$313,960 in materials and services and \$1,372,020 in capitalized fees. In 1980, volume consisted of \$988,743 in media, \$273,802 in materials and services and \$1,292,955 in capitalized fees. Accounts gained: Carson Intl., Be-Young Formalwear, Sheraton-Waukegan Inn & Conference Center, Bicyea Ice Cream, Chicago Cosmetologist Assn., Robert J. Melin Ltd. Lost: Romanek-Golub. Billings breakdown: Newspapers 30%, magazines 15%, supplements 5%, radio 10%, spot tv 5%, outdoor 2%, business papers 5%, transit 5%, point of sale 3%, direct mail 5%, other (sales support) 15%. Employees: 20 in one office. Top execs: David Giambrone, president; Frank Giambrone, exec vp; Alan J. Greenwald, senior vp. Phone: (312) 236-8768.

**GKD Advertising**, Oklahoma City, had estimated gross income of \$715,000 in 1981 on billings of \$4,743,475. In 1980, it had estimated gross income of \$550,000 on billings of \$3,657,115. Volume in 1981 consisted of \$1,009,269 in media, \$1,526,089 in materials and services and \$2,208,117 in capitalized fees. In 1980, volume consisted of \$925,024 in media, \$881,146 in materials and services and \$1,850,945 in capitalized fees. Accounts gained: Barton Valve, Continental Drilling, Continental Resources, NW Industries, Glomar, High Plains Hobo Drilling, Oklahoma Jet, Texas Oilfield, IPEC, Jetwind, Longhorn, Texoma Resources. Billings breakdown: Newspapers 23%, magazines 56%, radio 7%, spot tv 7%, business papers 3%, direct mail 4%. Employees: 26 in one office. Top exec: Donald B. Dennis, president. Phone: (405) 232-2333.

**Gabel Advertising**, Colorado Springs, reported gross income of \$324,812 in 1981 on billings of \$2,357,462. In 1980, it reported gross income of \$318,497 on billings of \$2,273,196. Volume in 1981 consisted of \$1,047,620 in media, \$261,185 in materials and services and \$1,048,657 in capitalized fees. In 1980, volume consisted of \$991,629 in media, \$259,423 in materials and services and \$1,022,144 in capitalized fees. Accounts gained: Colorado Springs Sun, Colorado Law Centers, Wildlife Unlimited, Motor City Dealers Assn., Saes Getters USA, Skega US. Bill-

ings breakdown: Newspapers 31%, magazines 13%, radio 14%, network tv 38%, outdoor 3%, direct mail 1%. Employees: 10 in one office. Top exec: Kurt Gabel, president. Phone: (303) 636-2361.

**J. Ronald Gaffe Inc.**, Okemos, Mich., had gross income of \$143,414 and a net loss of \$11,916 in 1981 on billings of \$777,872. In 1980, it reported gross income of \$204,721 and net income of \$79,310 on billings of \$821,815. Volume in 1981 consisted of \$304,168 in media, \$300,284 in materials and services and \$173,420 in capitalized fees. In 1980, volume consisted of \$370,458 in media, \$237,917 in materials and services and \$213,440 in capitalized fees. Billings breakdown: Newspapers 26%, magazines 1%, radio 29%, spot tv 44%. Employees: Five. Top exec: J. Ronald Gaffe, president. Phone: (517) 349-6770.

**Gallagher Group**, New York, had gross income of \$661,000 and net income of \$36,000 in 1981 on billings of \$4,700,000, all in media. In 1980, it reported gross income of \$630,660 and net income of \$21,000 on media billings of \$4,500,000. Account gained: Institute of Outdoor Advertising. Billings breakdown: Newspapers 20%, magazines 2%, radio 30%, spot tv 45%, outdoor 3%. Employees: 10 in one office. Top execs: James J. Gallagher, president; William M. Murtha, senior vp-creative director. Phone: (212) 563-3611.

**Gann-Dawson**, Scranton, Pa., had gross income of \$609,846 in 1981 on billings of \$4,066,950. In 1980, it reported gross income of \$621,228 on billings of \$4,142,924. Volume in 1981 consisted of \$1,231,306 in media, \$211,946 in materials and services and \$2,623,698 in capitalized fees. In 1980, volume consisted of \$1,118,199 in media, \$214,647 in materials and services and \$2,810,078 in capitalized fees. Accounts gained: Commonwealth Communications, Commonwealth Telephone, Eureka Security Printing Co., WEA Mfg. Billings breakdown: Newspapers 25%, magazines 7%, radio 6%, spot tv 27%, outdoor 3%, business papers 31%, other 1%. Employees: 17 in one office. Top execs: William M. Dawson, chairman; William M. Dawson III, president. Phone: (717) 343-6551.

**Gardiner Advertising Agency**, Salt Lake City, reported gross income of \$514,450 in 1981 on billings of \$3,478,932. In 1980, it reported gross income of \$377,411 on billings of \$2,373,921. Volume in 1981 consisted of \$1,637,105 in media, \$574,580 in materials and services and \$1,267,247 in capitalized fees. In 1980, volume consisted of \$1,373,569 in media, \$323,847 in materials and services and \$676,505 in capitalized fees. Billings breakdown: Newspapers 12%, magazines 16%, radio 20%, spot tv 48%, outdoor 4%. Employees: 16 in one office. Phone: (801) 364-5600.

**Jan Gardner & Associates**, Memphis, had estimated gross income of \$273,049 in 1981 on billings of \$1,518,575. In 1980, it had estimated gross income of \$284,098 on billings of \$1,521,639. Volume in 1981 consisted of \$625,359 in media, \$268,170 in materials and services and \$625,046 in capitalized fees. In 1980, volume consisted of \$710,598 in media, \$234,199 in materials and services and \$576,842 in capitalized fees. Accounts gained: Home Federal S&L, American Devco, Kleer Vu Plastics, Jackson Specialty Hospital. Lost: Mills Morris Office Furniture (resigned), X-Pert Tune (resigned). Billings breakdown: Newspapers 11%, magazines 5%, radio 14%, spot tv 55%, outdoor 10%, other 5%. Employees: 10 in one

office. Top execs: Jan Gardner, Margaret Lowery. Phone: (901) 452-7328.

**Gardner Communications**, San Francisco, reported gross income of \$852,600 in 1981 on billings of \$5,684,000. In 1980, it reported gross income of \$802,650 on billings of \$5,351,000. Volume in 1981 consisted of \$3,500,000 in media, \$850,000 in materials and services and \$1,334,000 in capitalized fees. In 1980, volume consisted of \$2,500,000 in media, \$850,000 in materials and services and \$2,001,000 in capitalized fees. Accounts gained: Burlingame Automobile Dealers Assn., Hibernia Bank, Michel's Famous Quiche, Quik Stop Markets, Roland Kentfield Furniture, Tap Plastics. Billings breakdown: Newspapers 20%, magazines 15%, radio 20%, spot tv 35%, outdoor 5%, direct mail 5%. The company has one office. Top execs: Robert K. Gardner, president-creative director; Robert Pallas, director of account management; Karen Young, media director. Phone: (415) 434-2191.

**Garfield-Linn & Co.**, Chicago, had estimated gross income of \$337,500 in 1981 on billings of \$2,250,000. In 1980, it had estimated gross income of \$340,000 on billings of \$2,270,000. No volume breakout was provided. Accounts gained: Glenmore Distilleries Co. assigned Mr. Boston, Desmond & Duff scotch, 5-Star Brandy, Balfour Sherry, Old Thompson, Yellowstone, Paso Fino Rum Liquor. Lost: W.T. Armstrong, A.E. Staley Mfg. Co. (Wagner breakfast drinks). Billings breakdown: Newspapers 32%, magazines 25%, supplements 4%, radio 6%, spot tv 18%, outdoor 4%, business papers 10%, transit 1%. Employees: 45 in one office. Top execs: Milton Garfield, chairman; Robert Witt, president; John Frede, William Reder, Donald Rutz, exec vps. Phone: (312) 943-1900.

**George, Gibbs, Hammerman & Myers Advertising**, St. Louis, reported gross income of \$480,000 in 1981 on billings of \$3,200,000. In 1980, it reported gross income of \$690,000 on billings of \$4,800,000. No volume breakout was provided. Accounts gained: Arby's Roast Beef Restaurants, Larry Lampert Auto Centers. Lost: Ayr-Way Stores, Rugs of China and Persia. Billings breakdown: Newspapers 4.2%, magazines 0.2%, radio 57.6%, spot tv 27%, outdoor 0.8%, business papers 10.2%. Employees: 11 in one office. Top execs: Irven Hammerman, chairman-secretary/treasurer; Henry George, president; Harry C. Gibbs, Louis Myers, senior vps. Phone: (314) 428-9850.

**Gibney Associates**, Springfield, Mass., had estimated gross income of \$235,000 in 1981 on billings of \$1,575,000. In 1980, it had estimated gross income of \$225,000 on billings of \$1,517,000. No breakouts were provided. Billings breakdown: Newspapers 9%, magazines 61%, radio 5%, spot tv 10%, outdoor 1%, business papers 1%, farm publications 13%. Employees: 10 in one office. Phone: (413) 739-7334.

**Gilmore Advertising**, Kalamazoo, Mich., reported gross income of \$805,600 in 1981 on billings of \$4,655,900. In 1980, it reported gross income of \$630,300 on billings of \$3,821,300. Volume in 1981 consisted of \$2,400,500 in media, \$605,300 in materials and services and \$1,650,100 in capitalized fees. In 1980, volume consisted of \$2,150,100 in media, \$454,000 in materials and services and \$1,217,200 in capitalized fees. Accounts gained: Parker-Hannifin's industrial hydraulics division, Talley Fasteners' brass products division. Lost: Roto-Finish Inc. Billings breakdown: Newspapers 10%, magazines 5%, radio 30%, spot tv 15%,

outdoor 5%, business papers 30%, transit 1%, point of sale 3%, direct mail 1%. Employees: 22 in one office. Top execs: James S. Gilmore Jr., chairman; Thomas C. Roth, president. Phone: (616) 381-4262.

**Gish, Sherwood & Friends**, Nashville, had gross income of \$534,992 and net income of \$197,998 on billings of \$6,326,272 in 1981, its first year of reporting. Volume in 1981 consisted of \$3,888,620 in media, \$1,410,472 in materials and services and \$1,027,180 in capitalized fees. Accounts gained: Judy's Foods, The Swim Shop, Whirlpool Heating & Cooling, FAST Parts House, Heil Heating & Cooling. Lost: Capitol International Airways. Billings breakdown: Newspapers 10%, magazines 10%, supplements 5%, radio 10%, spot tv 15%, outdoor 5%, business papers 10%, transit 5%, direct mail 30%. Employees: 12. Top execs: Dale Gish, president; Hank Sherwood, exec vp. Phone: (615) 361-7171.

**Glasheen Advertising**, New York, reported gross income of \$986,352 in 1981 on billings of \$6,550,526. In 1980, it reported gross income of \$239,409 on billings of \$2,132,001. Volume in 1981 consisted of \$3,341,327 in media, \$182,333 in materials and services and \$3,026,866 in capitalized fees. In 1980, volume consisted of \$684,221 in media, \$90,202 in materials and services and \$1,357,578 in capitalized fees. Accounts gained: Percy P. Baker Ltd., Duragem Jewelry, Lexington Luggage, Lee's Art Shop, Durusel Carpet Co./Silk Carpet Co. Lost: Facet Enterprises, Certified Chemicals. Billings breakdown: Newspapers 20%, magazines 35%, supplements 4%, spot tv 15%, business papers 11%, direct mail 15%. Employees: Five in one office. Phone: (212) 355-7920.

**Daniel Glassman Advertising**, Fairfield, N.J., had estimated gross income of \$745,150 in 1981 on billings of \$4,992,520, all in capitalized fees. In 1980, it had estimated gross income of \$638,270 on billings of \$4,276,410, all in capitalized fees. Accounts gained: Environmental Testing & Certification Corp., Hospital Research Associates, Purepac Pharmaceutical Co., Schering Corp. Lost: A&O Surgical Corp., American Healthcare Corp. Billings breakdown: Magazines 15%, direct mail 25%, other 60%. Employees: 22 in one office. Top execs: Daniel Glassman, president; Carl Raphael, senior vp. Phone: (201) 575-3507.

**Goff Communications**, Corning, N.Y., reported gross income of \$290,216 and net income of \$17,022 in 1981 on billings of \$1,934,779. In 1980, it reported gross income of \$292,482 and net income of \$15,908 on billings of \$1,949,883. Volume in 1981 consisted of \$1,092,068 in media, \$316,848 in materials and services and \$525,863 in capitalized fees. In 1980, volume consisted of \$1,156,254 in media, \$295,047 in materials and services and \$498,582 in capitalized fees. Results do not include those of subsidiary Design 34 Associates. Accounts gained: Ingersoll-Rand Co., Valley Chemical Co. of Sayre, Pa., Weyerhaeuser Co.'s shipping container division (projects). Lost: None. Billings breakdown: Newspapers 40%, supplements 2%, radio 16%, spot tv 5%, outdoor 2%, business papers 28%, point of sale 2%, direct mail 5%. Employees: Seven in one office. Top execs: H. David Goff, president; John V. Goff, exec vp. Phone: (607) 962-2431.

**Goldfarb Hoff & Co.**, Southfield, Mich., had estimated gross income of \$702,000 in 1981 on billings of \$4,683,450. In 1980, it had estimated gross income of \$498,000 on billings of \$3,318,400. Volume in

1981 consisted of \$3,800,000 in media, \$650,000 in materials and services and \$233,450 in capitalized fees. In 1980, volume consisted of \$2,750,000 in media, \$435,000 in materials and services and \$133,400 in capitalized fees. Accounts gained: Magic Mart Discount Department Stores, Homemaker Shops, Motif Manufacturing Co., Chamberlain Restaurants, Traurig Quilt & Pillow Co., Spru-Rite Corp. Lost: Ivan's Mens Clothing, Detroit Express Soccer Team. Billings breakdown: Newspapers 5%, magazines 5%, radio 18%, spot tv 70%, business papers 2%. Employees: 11 in one office. Top execs: Robert Goldfarb, president; Stephen Hoff, exec vp. Phone: (313) 557-8400.

**Gonsor-Wilson Communications**, Westport, Conn., had gross income of \$175,000 and net income of \$35,000 on volume of \$525,000 in 1981, its first year in business. Volume was all in media. Accounts gained: ARA Management Maintenance Systems, General Electric semiconductor products, Grolier Publishing (projects), IBM Instruments (projects), Intercontinental Publishing, Mathews & Co., Pro Hardware (projects), Stauffer Chemical Co. (projects). Billings breakdown: Newspapers 5%, business papers 20%, collateral 65%, other (pr) 10%. Employees: Four. Top execs: Hamilton Wilson, president; Robert Gonsor, vp-creative director. Phone: (203) 255-9455.

**M. L. Grant Inc.**, New York, had estimated gross income of \$875,000 in 1981 on billings of \$5,850,000. In 1980, it reported gross income of \$1,100,000 on billings of \$7,000,000. Volume in 1981 and 1980 was entirely in media billings. Billings breakdown: Newspapers 30%, magazines 10%, radio 5%, spot tv 5%, business papers 35%, farm publications 5%, direct mail 10%. Employees: 33 in two offices. Phone: (212) 679-9100.

**Graphicus 14**, Morristown, N.J., had gross income of \$652,226 and net income of \$40,728 in 1981 on billings of \$6,898,173. In 1980, it reported gross income of \$520,000 and net income of \$23,000 on billings of \$5,276,660. Volume in 1981 consisted of \$4,348,173 in media and \$2,550,000 in materials and services. In 1980, volume consisted of \$3,486,660 in media and \$1,790,000 in materials and services. Accounts gained: Prismo Universal, Wilkinson Sword, CPC Best Foods (special projects), Wall Street Journal (special projects), Isomedix, Watson Metal, SS White and Fabricated Products. Billings breakdown: Newspapers 10%, magazines 45%, radio 2%, spot tv 5%, cable tv 5%, point of sale 5%, direct mail 25%, other (a/v) 3%. Top execs: Owen M. O'Sullivan, president; Peter A. Dugan, vp. Employees: 14 in one office. Phone: (201) 267-1440.

**Great Western Advertising**, San Diego, reported gross income of \$251,615 in 1981 on billings of \$1,065,368. In 1980, it reported gross income of \$294,810 on billings of \$1,279,194. Volume in 1981 consisted of \$910,011 in media, \$108,000 in materials and services and \$47,357 in capitalized fees. In 1980, volume consisted of \$1,103,400 in media, \$121,100 in materials and services and \$54,694 in capitalized fees. Accounts gained: Unique Functional Products, Chicken Computing Corp., McMahan Desk Co. Billings breakdown: Newspapers 32%, magazines 19%, radio 21%, spot tv 8%, cable tv 2%, outdoor 1%, business papers 2%, farm publications 8%, transit 2%, point of sale 2%, direct mail 3%. Employees: Six in one office. Top execs: William F. Dopp, president; Janet M. Dopp, exec vp; Ruth Meyers, secretary/treasurer. Phone: (714) 498-9375.



**Paula Green Inc.**, New York, had gross income of \$600,000 in 1981 on billings of \$4,000,000. In 1980, it reported gross income of \$570,000 on billings of \$3,800,500. Volume in 1981 consisted of \$3,000,000 in media and \$1,000,000 in capitalized fees. In 1980, volume consisted of \$2,800,000 in media, and \$1,000,500 in capitalized fees. Accounts gained: Kaufman Astoria Studios, Cardio Fitness Systems Inc. Lost: Goya Foods Inc. Billings breakdown: Newspapers 15%, radio 10%, network tv 60%, transit 5%, other 10%. Employees: 11 in one office. Top exec: Paula Green, president. Phone: (212) 586-0007.

**Greene & Claire**, New York, had gross income of \$808,900, of which \$87,000 was in non-U.S. income, in 1981 on billings of \$5,700,000. In 1980, it reported gross income of \$876,600, with \$96,000 in non-U.S. income, on billings of \$5,844,000. U.S. volume in 1981 consisted of \$3,245,000 in media, \$975,000 in materials and services and \$900,000 in capitalized fees. Total overseas volume was \$580,000. In 1980, U.S. volume consisted of \$3,300,000 in media, \$1,050,000 in materials and services and \$854,000 in capitalized fees. Total overseas volume was \$640,000. Accounts gained: S&I Electronics, Southport Capital Group Ltd., Toscani Imports, John Weitz for Weatherbee. Lost: Association Films. Billings breakdown: Newspapers 25%, magazines 20%, supplements 10%, radio 5%, spot tv 10%, business papers 15%, point of sale 10%, direct mail 5%. Employees: 18 in two offices. Top execs: Don Greene, president-ceo; Arthur Abravanel, vp. Phone: (212) 695-5800.

**Greene-Webb Associates**, Dallas, had estimated gross income of \$76,000 in 1981 on billings of \$510,000. No figures were provided for 1980. In 1981, volume consisted of \$150,000 in media and \$360,000 in materials and services. Accounts gained: Vent-A-Hood, Photographic Society of America, Aegis Corp.'s Cerco division, Unique Packaging Co. Lost: Telco Industries. Billings breakdown: Newspapers 15%, magazines 20%, radio 20%, business papers 25%, direct mail 10%, other 10%. Employees: Five in one office. Top execs: Fred Greene, president; Keith Hershey, exec vp. Phone: (214) 351-0302.

**Greenwald/Christian Advertising**, Philadelphia, founded in 1981, reported gross income of \$277,500 and net income of \$40,000 in 1981 on billings of \$1,850,000. Volume in 1981 consisted of \$1,500,000 in media, \$200,000 in materials and services and \$150,000 in capitalized fees. Agency accounts: Delaware Management, Rusty Scupper Restaurants, Industrial Valley Title Insurance Co., Lance Distributors, Brokers Mortgage Service, Moseley, Hall Garten, Estabrook & Weeden (Philadelphia office). Lost: None. Billings breakdown: Newspapers 30%, magazines 12%, radio 25%, network tv 5%, spot tv 15%, outdoor 3%, business papers 2%, direct mail 8%. Employees: Six in one office. Top execs: Joseph T. Greenwald, president; Caye Christian, exec vp; Suzanne Salisbury, vp. Phone: (215) 568-9797.

**Gregory Inc.**, Cleveland, reported gross income of \$879,123 in 1981 on billings of \$7,347,498. In 1980, it reported gross income of \$708,490 on billings of \$5,843,727. Volume in 1981 consisted of \$1,363,024 in media, \$758,489 in materials and services and \$5,225,985 in capitalized fees. In 1980, volume consisted of \$1,074,438 in media, \$611,685 in materials and services and \$4,157,604 in capitalized fees. Figures include those of subsidiary ADS Inc. Accounts gained: Mogul

division of Dexter Corp., Dover Chemical. Lost: Kleco Corp. Billings breakdown: Newspapers 3.5%, magazines 78.8%, radio 2.8%, outdoor 0.5%, other 14.4%. Employees: 30 in one office. Top exec: Joseph A. Rini, president. Phone: (216) 621-9632.

**Gregory & Clyburne**, New York, had estimated gross income of \$475,000 in 1981 on billings of \$3,194,743. In 1980, it had estimated gross income of \$200,000 on billings of \$1,334,000. The agency did not break out volume for either year. Included in its totals are results of a subsidiary, The Printing Press. Accounts gained: Whitney Communications, Ellesse USA Inc., Quiltex Marketing Ltd., Flowers of the World Ltd., Kanematsu-Gosho Inc. Billings breakdown: Magazines 20%, business papers 30%, collateral 50%. Employees: Nine in two offices. Top exec: James Gregory, president. Phone: (212) 686-3338.

**Groseclose & Poindexter Advertising**, Roanoke, Va., reported gross income of \$203,629 in 1981 on billings of \$1,479,066. In 1980, it reported gross income of \$126,186 on billings of \$972,235. Volume in 1981 consisted of \$807,682 in media, \$147,355 in materials and services and \$524,029 in capitalized fees. In 1980, volume consisted of \$515,618 in media, \$96,397 in materials and services and \$360,220 in capitalized fees. Accounts gained: Moore's Building Supplies. Billings breakdown: Newspapers 30%, magazines 5%, radio 13%, spot tv 35%, outdoor 15%, direct mail 2%. Employees: Six in one office. Top exec: Dale S. Poindexter, president. Phone: (703) 989-3318.

**Herb Gross & Co.**, Rochester, N.Y., had estimated gross income of \$285,000 in 1981 on billings of \$1,919,838. In 1980, it had estimated gross income of \$200,000 on billings of \$1,310,921. Volume in 1981 consisted of \$647,868 in media, \$50,000 in materials and services and \$1,221,970 in capitalized fees. In 1980, volume consisted of \$616,869 in media, \$30,000 in materials and services and \$664,052 in capitalized fees. Accounts gained: California Brew Haus, Johnny Jo Toy Stores, Northfield Commons, Sew Chic and Video Theater. Lost: University Electronics. Billings breakdown: Newspapers 2%, radio 40%, spot tv 55%, point of sale 3%. Top exec: Herb Gross, president. Employees: Five in one office. Phone: (716) 244-3711.

**Carl Goldberg Associates**, Ann Arbor, Mich., had estimated gross income of \$275,000 and net income of \$71,401 in 1981 on billings of \$2,079,260. In 1980, it had estimated gross income of \$280,000 and net income of \$74,304 on billings of \$1,949,809. Volume in 1981 consisted of \$222,674 in media, \$252,258 in materials and services and \$1,604,328 in capitalized fees. In 1980, volume consisted of \$218,808 in media, \$276,554 in materials and services and \$1,454,447 in capitalized fees. Account gained: Hoover Universal plastics and chemicals group. Billings breakdown: Newspapers 12.8%, magazines 18%, radio 3.2%, business papers 16%, other 50%. Employees: Seven. Phone: (313) 761-8678.

**HMK Advertising**, Chestnut Hill, Mass., had estimated gross income of \$400,000 in 1981 on media billings of \$3,000,000. In 1980, it reported estimated gross income of \$390,000 on media billings of \$2,600,000. It did not break out its figures for either year. Billings breakdown: Newspapers 80%, magazines 10%, point of sale 5%, direct mail 5%. Employees: 18. Top exec: Harvey Karp, president. Phone: (617) 969-7777.

**Haddad, Lawrence Advertising**, Studio City, Cal., reported

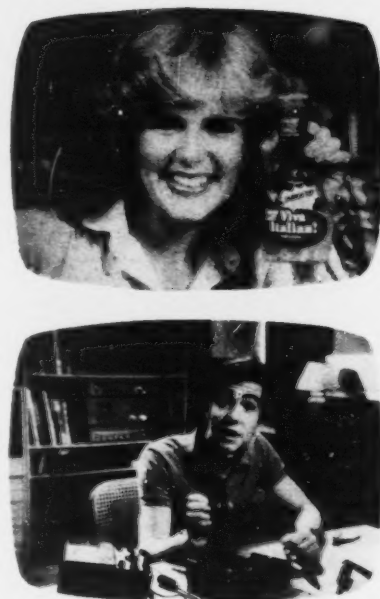
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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Who's better? The one with low unattended fares?</li> <li>Who has low, unattended fares everywhere they fly in the U.S.A.?</li> <li>Who has low, unattended fares only on routes with low fare competition?</li> <li>Who pays the Dallas Times Herald on every flight departing from DFW?</li> <li>Who leads with on-time performance at DFW?</li> <li>Who leads the way with complimentary extra leg free? Cappuccino, Applesauce or wine and cheese?</li> <li>Who gives you more leg room?</li> <li>Who has soft, leather seats?</li> <li>Who offers you more choice in parking at DFW?</li> <li>Who gives you one-stop check-in?</li> <li>Who gives you advanced seat selection?</li> <li>Who gives you quality service from top-notch employees?</li> <li>Who's better value to you?</li> </ul> | <p>When you fly Braniff, you're getting the best value in the sky. Because we give you low, unattended fares on every route, every day. Everywhere we fly within the U.S.A. And we do it with the kind of comfort and service you deserve. Of course, we wish American would give you low fares on all their routes. Not just the ones where they compete with us. After all, you deserve another check in your favor!</p> <p><b>TEXAS CLASS.</b> The new standard of excellence that's really a class above the rest. Check it out and decide for yourself!</p> |
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**BRANIFF IS GOING YOUR WAY.**



gross income of \$600,000 in 1981 on billings of \$4,000,000. In 1980, it reported gross income of \$525,000 on billings of \$3,500,000. No volume breakout was provided. Accounts gained: White King Inc., Light Signatures. Lost: Informatics. Billings breakdown: Newspapers 10%, magazines 35%, supplements 5%, radio 20%, spot tv 15%, other 15%. Employees: 10 in one office. Top execs: D.E. Lawrence, president; Robert J. Haddad, exec vp. Phone: (213) 508-6100.

**Hall Advertising**, Austin, Tex., reported gross income of \$208,907 in 1981 on billings of \$1,392,712. It did not report for 1980. Volume in 1981 consisted of \$377,568 in media, \$605,771 in materials and services and \$409,373 in capitalized fees. Billings breakdown: Newspapers 40%, magazines 17%, radio 16%, spot tv 13%, outdoor 10%, direct mail 2%, other 2%. Employees: 10 in one office. Top exec: Ray Hall, president. Phone: (512) 477-5958.

**Haller Schwarz**, Los Angeles, reported gross income of \$650,000 in 1981 on billings of \$4,300,000. In 1980, it reported gross income of \$405,000 on billings of \$2,700,000. No volume breakout was provided for either year. Accounts gained: Munsingwear underwear and sleepwear, Your Life Vitamins, Natural Life hair and skincare products, VHD Programs Inc. (videodisc software and industry association). Lost: Cinema Research Corp., Westec Security Products. Billings breakdown: Newspapers 20%, magazines 35%, spot tv 25%, other 20%. Employees: 11 in one office. Top execs: Henry Schwarz, president; Anthony B. Haller and Clem Schwarzwath, senior vps. Phone: (213) 462-4433.

**Don Hansen Advertising**, Westport, Conn., had gross income of \$710,000 in 1981 on billings of \$4,300,600. In 1980, it reported gross income of \$638,000 on billings of \$3,958,027. Volume in 1981 consisted of \$1,575,000 in media, \$991,400 in materials and services and \$1,734,200 in capitalized fees. In 1980, volume consisted of \$1,460,000 in media, \$883,887 in materials and services and \$1,614,140 in capitalized fees. Ac-

counts gained: Airlex Industries, Jaffa Oranges, Paris III Jeans & Fashions. Lost: Herbert Products. Billings breakdown: Newspapers 15%, magazines 10%, radio 15%, business papers 60%. Employees: 12 in one office. Top exec: Donald G. Hansen, president. Phone: (203) 227-9567.

**Harant Soghigian Advertising**, Washington, reported gross income of \$562,374 in 1981 on billings of \$4,400,300. In 1980, it reported gross income of \$376,624 on billings of \$3,200,000. Volume in 1981 consisted of \$3,800,000 in media and \$600,300 in capitalized fees. No volume breakout was provided in 1980. Results include those of subsidiary Soghigian, Macuga & Trainor. Accounts gained: Hyatt Regency New Brunswick, Hyatt Cherry Hill, Hyatt Pittsburgh, Energy Communications Corp., Industrial Designers Society of America, Capitol Hilton, The Capitol Hill, Basille. Lost: None. Billings breakdown: Newspapers 45%, magazines 20%, supplements 11%, radio 20%, spot tv 2%, outdoor 1%, direct mail 1%. Employees: 16 in two offices. Top execs: Harry Soghigian, Sarah A. Macuga, Joseph Schramm, Patricia Trainor. Phone: (202) 337-5151.

**Harmon Smith Inc.**, Kansas City, reported gross income of \$890,610 in 1981 on billings of \$5,590,792. In 1980, it reported gross income of \$779,458 on billings of \$4,843,685. Volume in 1981 consisted of \$1,998,269 in media, \$2,130,419 in materials and services and \$1,462,104 in capitalized fees. In 1980, volume consisted of \$1,655,891 in media, \$1,682,315 in materials and services and \$1,505,479 in capitalized fees. Accounts gained: Gas Service Energy Corp. (compressed natural gas vehicle fuel systems), Pro So Co. (masonry cleaning chemical mfr.), Townley Hardware. Lost: Aquaculture Associates. Billings breakdown: Newspapers 20%, magazines 40%, radio 10%, spot tv 10%, business papers 15%, direct mail 5%. Employees: 16 in one office. Top execs: Austin Harmon, president; John Lee Smith, vp; Barbara Behner, treasurer. Phone: (816) 756-0756.

**Harrison Associates**, Harrison, N.Y., had gross income of \$31,000 in 1981 on billings of \$215,000. In 1980, it reported gross income of \$16,000 on billings of \$115,000. Volume in 1981 consisted of \$200,000 in media and \$15,000 in materials and services. In 1980, volume consisted of \$100,000 in media and \$15,000 in materials and services. Billings breakdown: Newspapers 35%, magazines 65%. Employees: Three. Top exec: Neil McCaffrey, president. Phone: (914) 835-0900.

**Hart/Conway**, Rochester, N.Y., reported gross income of \$703,411 in 1981 on billings of \$4,443,519. In 1980, it reported gross income of \$625,742 on billings of \$3,952,702. Volume in 1981 consisted of \$1,947,419 in media, \$130,198 in materials and services and \$2,365,902 in capitalized fees. In 1980, volume consisted of \$1,795,911 in media, \$135,361 in materials and services and \$2,021,430 in capitalized fees. Accounts gained: Gannett Rochester newspapers, WHAM radio, Genesee Metal Stamping, Ice Capades-regional, Marketplace Chrysler-Plymouth, RTR Transportation. Billings breakdown: Newspapers 42%, radio 25%, spot tv 14%, outdoor 14%, business papers 3%, transit 2%. Employees: 20 in one office. Top execs: Peter Whitcombe, William Westerfeld, Fred Lapple. Phone: (716) 232-2930.

**Hart Services**, Chicago, had estimated gross income of \$873,000 in 1981 on billings of \$5,820,000. In 1980, it had estimated gross income of \$769,000 on billings of \$5,130,000. Volume was not broken down. Accounts gained: Robert Surrey men's apparel. Billings breakdown: Magazines 45%, radio 5%, spot tv 5%, point of sale 5%, other 40%. Employees: 30 in one office. Top exec: Edward R. Weed, president. Phone: (312) 372-6300.

**Haselow & Associates**, Cleveland, reported gross income of \$246,000 in 1981 on billings of \$1,865,820. In 1980, it reported gross income of \$193,000 on billings of \$1,499,310. Volume in 1981 consisted of \$128,000 in media, \$97,000 in materials and services and \$1,640,820 in capitalized fees. In



## Gross income under \$1,000,000

1980, volume consisted of \$130,000 in media, \$82,000 in materials and services and \$1,287,310 in capitalized fees. Accounts gained: The Empire Plow Co., Fluid Controls, VisiTrak Division of Vitec Inc., Sales Qualifiers Inc. Lost: Centre One. Billings breakdown: Business papers 15%, farm publications 1%, direct mail 10%, other (sales literature) 40% and (pr) 34%. Employees: Six in one office. Top exec: John H. Haselow, president. Phone: (216) 831-6060.

**Hazard Advertising**, New York, had gross income of \$860,000 and net income of \$50,000 on billings of \$6,300,000 in 1981. In 1980, it reported gross income of \$800,000 and net income of \$50,000 on billings of \$5,850,000. Volume in 1981 consisted of \$3,500,000 in media, \$800,000 in materials and services and \$2,000,000 in capitalized fees. In 1980, volume consisted of \$3,200,000 in media, \$750,000 in materials and services and \$1,900,000 in capitalized fees. Included in the totals are billings of a subsidiary, Hazard Barbetta Miller. Accounts gained: Whitman Oil Corp. Lost: Sandpiper Industries. Billings breakdown: Newspapers 10%, radio 2%, spot tv 1%, outdoor 3%, business papers 28%, farm publications 2%, point of sale 5%, direct mail 20%, other 29%. Employees: 22 in two offices. William Mordwin, president. Phone: (212) 964-2007.

**Herder, Swanson & Van Hercke**, Eden Prairie, Minn., formerly Osterholt & Herder, had estimated gross income of \$337,500 in 1981 on billings of \$2,250,000. In 1980, it had estimated gross income of \$295,000 on billings of \$1,985,000. Volume for both years was all in media. Accounts gained: Hydrapower Machine Works, Kirchner, Design One, Devac, Parkview Treatment Centers, Tecnetics, Profile Intl. Lost: None. Billings breakdown: Newspapers 15%, magazines 30%, radio 10%, business papers 15%, farm publications 15%, direct mail 15%. Employees: Nine in one office. Phone: (612) 941-6626.

**Hicks & Grayson**, Coral Gables, Fla., reported gross income of \$360,845 and net income of \$33,620 in 1981 on billings of \$1,937,000. In 1980, it reported gross income of \$271,563 and net income of \$29,420 on billings of \$1,537,226. Volume in both years was all in fees. Accounts gained: Mariner Properties, Jacobson Corp., Stadler Development Corp., Hallett Pontiac. Lost: Bank of Coral Gables. Billings breakdown: Newspapers 20%, magazines 8%, radio 20%, spot tv 35%, outdoor 2%, business papers 15%. Employees: Four in one office. Top exec: Donald J. Hicks, president. Phone: (305) 444-7463.

**The Hiebing Group**, Madison, Wis., reported gross income of \$258,394 on billings of \$1,973,797 for a seven-month period in 1981. The agency was founded in June. Volume in 1981 consisted of \$367,775 in media, \$233,313 in materials and services and \$1,372,709 in capitalized fees. Agency accounts: McDonald's Corp. (college & interstate marketing), Wisconsin Power & Light, Northwest Fabrics, Teleprompter Corp (Milwaukee), Madison General Hospital, The Stark Co. Realtors, American Intl Marketing, The DiVall Corp., Bailies, Denson, Erickson & Smith. Billings breakdown: Newspapers 13%, radio 8%, spot tv 67%, outdoor 1%, point of sale 1%, direct mail 2%, other (collateral) 8%. Employees: 12 in one office. Top exec: Roman G. Hiebing Jr., president. Phone: (608) 256-6357.

**High Plains Advertising**, Dodge City, Kan., reported gross

income of \$167,915 and net income of \$6,717 in 1981 on billings of \$1,119,864. In 1980, it reported gross income of \$287,624 and net income of \$11,505 on billings of \$1,918,299. Volume in 1981 consisted of \$256,086 in media and \$863,778 in capitalized fees. In 1980, volume consisted of \$305,520 in media and \$1,612,779 in capitalized fees. Accounts gained: Tucker Co., Kitchens Inc. Billings breakdown: Newspapers 13%, radio 22%, spot tv 12%, outdoor 2%, business papers 2%, farm publications 15%, point of sale 10%, direct mail 6%, other (pr, research) 18%. Employees: Four in one office. Phone: (316) 227-7171.

**Hill, Hays Associates**, Randolph, Vt., had estimated gross income of \$526,500 and net income of \$49,800 in 1981 on billings of \$2,519,050. In 1980, it had estimated gross income of \$340,000 and net income of \$56,200 on billings of \$2,269,258. Volume in 1981 consisted of \$910,000 in media, \$175,000 in materials and services and \$1,434,050 in capitalized fees. In 1980, volume consisted of \$807,300 in media, \$145,300 in materials and services and \$1,316,658 in capitalized fees. Accounts gained: Gladstone's of Vermont, Tavern Inn. Lost: Koffee Kup Bakery, Green Mountain Power Co. Billings breakdown: Newspapers 25%, magazines 5%, radio 25%, spot tv 25%, business papers 20%. Employees: Eight in two offices. Top execs: Alfred Hill, president; Scott McQueen, exec vp. Phone: (802) 728-9624.

**Hinkle Brown Bloyed**, Tulsa, had estimated gross income of \$350,000 and net income of \$30,119 in 1981 on billings of \$2,351,289, all in media. In 1980, it had estimated gross income of \$240,000 and net income of \$24,671 on media billings of \$1,613,387. Accounts gained: Tulsa Excelsior Hotel, Victor S&L, First City Bank, Commercial Bank of Tulsa, First National Bank of Joplin, Lake Country Beverage, Tulsa Ninde/Whisenhant. Lost: Camelot Hotel, Connolly's of Tulsa, The Market, Nichols Hill Bank. Billings breakdown: Newspapers 30%, magazines 10%, radio 15%, spot tv 25%, cable tv 5%, outdoor 10%, transit 1%, point of sale 1%, direct mail 3%. Employees: 20 in one office. Top execs: J. W. Hinkle, Arnold Brown, Jim Bloyed. Phone: (918) 494-4065.

**Hinton, Steel & Nelson**, Seattle, reported gross income of \$295,441 and net income of \$14,210 in 1981 on billings of \$2,328,399. In 1980, it reported gross income of \$277,698 and net income of \$39,400 on billings of \$2,165,973. Volume in 1981 consisted of \$522,563 in media, \$366,558 in materials and services and \$1,439,179 in capitalized fees. In 1980, volume consisted of \$769,485 in media, \$247,021 in materials and services and \$1,149,467 in capitalized fees. Accounts gained: E.A. Nord Co., Seattle Sheraton Hotel, The Weekly in Seattle. Lost: Consolidated Restaurants, GACO Western, Peterson Boatbuilding. Billings breakdown: Newspapers 25%, magazines 10%, radio 25%, spot tv 10%, business trade press 20%, other 10%. Employees: Nine in one office. Top execs: Dennis D. Hinton, president-creative director; David C. Steel Jr., secretary-treasurer/creative director. Phone: (206) 623-0852.

**Jerome Hirsch & Associates**, St. Louis, had estimated gross income of \$140,000 in 1981 on billings of \$1,067,000. In 1980, it reported gross income of \$130,000 on billings of \$967,000. Volume in 1981 consisted of \$250,000 in media, \$150,000 in materials and services and \$667,000 in capitalized fees. In

1980, volume consisted of \$150,000 in media, \$150,000 in materials and services and \$667,000 in capitalized fees. Billings breakdown: Newspapers 35%, magazines 8%, radio 25%, spot tv 10%, outdoor 4%, business papers 5%, transit 3%, point of sale 5%, direct mail 5%. Employees: Four in one office. Top exec: Jerome Hirsch, president. Phone: (314) 771-9500.

**Hoepfner Advertising**, Sioux City, Iowa, reported gross income of \$454,750 in 1981 on billings of \$4,073,373. In 1980, it reported gross income of \$384,875 on billings of \$3,241,376. Volume in 1981 consisted of \$2,845,000 in media, \$790,020 in materials and services and \$438,353 in capitalized fees. In 1980, volume consisted of \$2,171,000 in media, \$710,450 in materials and services and \$359,926 in capitalized fees. Accounts gained: Schaeff/NAMCO Inc., Dura Corp. Billings breakdown: Newspapers 9%, magazines 5%, radio 10%, spot tv 25%, cable 1%, outdoor 8%, business papers 20%, farm publications 15%, point of sale 2%, direct mail 5%. Employees: 14 in one office. Top exec: John P. Hoepfner, president. Phone: (712) 276-4441.

**Horlick Levin Hodges Advertising**, Los Angeles, reported gross income of \$944,000 in 1981 on billings of \$5,900,000, all in media. In 1980, it reported gross income of \$912,000 on billings of \$5,900,000, all in media. Account gained: Stop N Go, division of National Convenience Stores Inc. Billings breakdown: Newspapers 11%, magazines 15%, radio 14%, spot tv 47%, outdoor 8%, point of sale 5%. Employees: 14 in one office. Top execs: Robert L. Hodges, senior vp; Dennis Horlick, exec vp. Phone: (213) 939-1123.

**Horwitz, Mann & Bukvic Advertising**, Cincinnati, O., reported gross income of \$295,300 in 1981 on billings of \$3,908,989. In 1980, it reported gross income of \$278,413 on billings of \$3,419,901. Volume in 1981 consisted of \$2,012,119 in media, \$239,769 in materials and services and \$1,657,101 in capitalized fees. In 1980, volume consisted of \$2,175,061 in media, \$353,528 in materials and services and \$891,312 in capitalized fees. Accounts gained: Linclay Corp., Great American Banks, ComBanks. Lost: Williamsburg Properties, Roy Tailors. Billings breakdown: Newspapers 78%, magazines 5%, radio 7%, spot tv 6%, outdoor 4%. Employees: Nine in one office. Top execs: Lester V. Horwitz, Ronald J. Mann, David S. Bukvic. Phone: (513) 631-7900.

**Hottman Edwards Advertising**, Baltimore, had gross income of \$569,216 in 1981 on billings of \$4,170,000. In 1980, it reported gross income of \$517,018 on billings of \$3,645,000. Volume in 1981 consisted entirely of media. Accounts gained: Alcolac; Henry C. Collision Sons; Curtis Bay Towing; Dickinson-Heffner; Wye Investments. No losses. Billings breakdown: Newspapers 34%, radio 22%, spot tv 31%, business papers 5%, direct mail 8%. Employees: 17 in one office. Phone: (301) 385-1443.

**David Hughley Advertising Agency**, Meridian, Miss., reported gross income of \$61,530 in 1981 on billings of \$451,703. In 1980, it reported gross income of \$48,801 on billings of \$348,612. Volume in 1981 consisted of \$217,960 in media, \$10,397 in materials and services and \$233,346 in capitalized fees. In 1980, volume consisted of \$178,908 in media, \$7,171 in materials and services and \$162,533 in capitalized fees. Accounts gained: Miner Edger, Ziller Electric Signs, Village Fair Mall, Unfinished Furniture Bazaar, George Merritt brokerage. Lost: None. Billings break-

down: Newspapers 25%, magazines 7%, supplements 3%, radio 20%, network tv 25%, outdoor 2%, business papers 10%, direct mail 2%, other 6%. Employees: Four in one office. Top exec: D. H. Hughley, president. Phone: (601) 693-6076.

**Huwen & Davies**, Chicago, reported gross income of \$624,000 in 1981 on billings of \$4,160,000. In 1980, it reported gross income of \$558,000 on billings of \$3,720,000. No volume breakdown was provided. Accounts gained: Flexible Steel Lacing Co., Kilsby-Roberts, Omron Retail Systems. Lost: Alnor Instrument Co. Billings breakdown: Business papers 50%, other 50%. Employees: 19 in one office. Top execs: C. E. Huwen, chairman; G. A. Davies, president. Phone: (312) 853-2860.

**Image Advertising**, Roanoke, Va., had gross income of \$220,000 and net income of \$25,000 in 1981 on billings of \$1,884,000. In 1980, it reported gross income of \$280,000 and net income of \$25,000 on billings of \$2,334,100. Volume in 1981 consisted of \$550,000 in media and \$1,334,000 in capitalized fees. In 1980, volume consisted of \$800,000 in media and \$1,534,100 in capitalized fees. Account gained: Commonwealth Life Insurance. Billings breakdown: Newspapers 28%, magazines 2%, radio 18%, spot tv 22%, cable tv 1%, outdoor 1%, business papers 2%, point of sale 20%, direct mail 2%, other 4%. Employees: Seven. Top exec: William Tanger III, president. Phone: (703) 343-3693.

**Impressive Advertising**, Waynesboro, Va., had gross income of \$94,663 and net income of \$15,769 in 1981 on billings of \$321,604. In 1980, it reported gross income of \$92,051 and net income of \$11,221 on billings of \$285,162. Volume in 1981 consisted of \$169,196 in media, \$13,912 in materials and services and \$138,496 in capitalized fees. In 1980, volume consisted of \$140,824 in media, \$15,579 in materials and services and \$128,759 in capitalized fees. Billings breakdown: Newspapers 65%, magazines 5%, business papers 15%, other 15%. Employees: Six in one office. Top exec: V. F. Reynolds, president. Phone: (703) 949-8964.

**Intech Advertising**, Depew, N.Y., had gross income of \$187,500 and net income of \$28,000 in 1981 on billings of \$1,253,000. In 1980, it reported gross income of \$153,500 and net income of \$13,000 on billings of \$1,063,700. Volume in 1981 consisted of \$235,000 in media, \$210,000 in materials and services and \$808,000 in capitalized fees. In 1980, volume consisted of \$190,000 in media, \$100,000 in materials and services and \$773,700 in capitalized fees. Accounts gained: J-G Industries, NP Industries, Progressive Equipment Corp., Greatbatch Enterprises, and New York Wire Mills Corp. Billings breakdown: Newspapers 10%, magazines 2%, radio 3%, spot tv 1%, business papers 74%, farm publications 1%, transit 1%, direct mail 8%. Employees: Six. Top exec: William H. Newell, president. Phone: (716) 681-4332.

**Intermarco Advertising**, New York, subsidiary of Paris-based Publicis Intermarco-Farner, reported gross income of \$950,000 in 1981 on billings of \$6,337,000. In 1980, its first year of operation, it reported gross income of \$70,000 on billings of \$467,000. No volume breakdown was provided. Accounts gained: City Investing (finance), Descamps linens, Dim pantyhose, Home Insurance, Lancome beauty products, Via Marine. Billings breakdown: Newspapers 10%, magazines 40%, radio 20%, tv 20%, outdoor 10%. Employees: 21 in one office in 1981; six in one office in

1980. Top exec: Ramon G. Gaulke, ceo. Phone: (212) 980-8550.

**Intermark Inc.**, Salt Lake City, reported gross income of \$331,261 in 1981 on billings of \$2,738,054. In 1980, it reported gross income of \$262,966 on billings of \$1,832,083. Volume in 1981 consisted of \$960,726 in media, \$112,250 in materials and services and \$1,665,078 in capitalized fees. In 1980, volume consisted of \$328,645 in media, \$107,934 in materials and services and \$1,395,504 in capitalized fees. Figures include those of subsidiary Ink Well Advertising. Accounts gained: Intermountain Thrift & Loan, Kimball-Lodder Development, Movitz Co., Mimco, R.J. Wheatfield's restaurant chain, Red Hills Estates, Resort Campground Unlimited, U.S. Air Force recruiting (regional). Lost: Four Seasons, Spudnuts. Billings breakdown: Newspapers 20%, magazines 5%, radio 15%, spot tv 45%, outdoor 5%, business papers 2%, farm publications 2%, transit 2%, point of sale 2%, direct mail 2%. Employees: 12 in two offices. Top execs: Paul Remund, president; Larry J. Orton, exec vp; Wallace Brazzeal, president, Ink Well division. Phone: (801) 484-6141.

**JRL Advertising & Sales Promotion**, Chester Springs, Pa., had gross income of \$375,000 in 1981 on billings of \$2,500,000. In 1980, it reported gross income of \$390,000 on billings of \$2,500,000. Volume in 1981 consisted of \$1,300,000 in media, \$400,000 in materials and services and \$800,000 in capitalized fees. In 1980, volume consisted of \$1,200,000 in media, \$300,000 in materials and services and \$1,000,000 in capitalized fees. Accounts gained: Bentley-Harris electrical sleeving divisions, Carr & Carr Ltd., Harvey & Co., Helium House, High Rider Equipment Co. and STV Engineers. Lost: Rexnord Safety Products. Billings breakdown: Newspapers 2%, magazines 10%, outdoor 20%, direct mail 25%, other 43%. Employees: Five in one office. Top exec: John R. Landan Jr. Phone: (215) 827-9127.

**Jackson/Petzold**, Bedford, N.H., had gross income of \$438,865 and net income of \$18,899 in 1981 on billings of \$4,739,771. In 1980, it reported gross income of \$405,329 and net income of \$18,900 on billings of \$3,919,455. Volume in 1981 consisted of \$520,519 in media, \$277,642 in materials and services and \$3,941,610 in capitalized fees. In 1980, volume consisted of \$312,311 in media, \$166,585 in materials and services and \$3,440,559 in capitalized fees. Accounts gained: Hadco Printed Circuits, Irad Gage, Brockhouse, Accurate Fasteners, Buckbee-Mears Co., Eikon Radiographix, Arthur Blank & Co., NH Ball Bearings. Lost: Schaeff Engineering, Arthur Blank & Co. Billings breakdown: Magazines 90%, business papers 10%. Employees: 15. Top execs: Clifton Jackson, chairman; Paul Petzold, president. Phone: (603) 668-6304.

**Jackson/Ridey & Co.**, Cincinnati, reported gross income of \$384,593 in 1981 on billings of \$7,510,347. In 1980, it reported gross income of \$319,171 on billings of \$6,249,505. Volume in 1981 consisted of \$2,563,621 in media, \$158,907 in materials and services and \$4,787,819 in capitalized fees. In 1980, volume consisted of \$2,127,806 in media, \$147,809 in materials and services and \$3,973,890 in capitalized fees. Accounts gained: Hunkar Laboratories, The Ohmart Corp., Daycom Inc., Energy Conservation Management Corp., D.L. Craig & Associates, R-K Electric Corp. Lost: HRA/Noise Knocker Industries (resigned). Billings breakdown: Newspapers 10%, magazines 50%, radio 3%, spot tv 4%, outdoor 1%,



business papers 2%, farm publications 1%, point of sale 5%, direct mail 10%, other 14%. Employees: 18 in one office. Top execs: Ron Jackson, chairman; Adrienne Ridey, president; Sally Batchler, treasurer; Jay Wagner, exec vp. Phone: (513) 621-8440.

**Jacobson Advertising**, Sheboygan, Wis., had estimated gross income of \$465,000 in 1981 on billings of \$3,100,400. In 1980, it had estimated gross income of \$370,000 on billings of \$2,567,000. Volume in 1981 consisted of \$1,500,000 in media, \$800,000 in materials and services and \$800,400 in capitalized fees. In 1980, volume consisted of \$1,200,000 in media, \$700,000 in materials and services and \$667,000 in capitalized fees. Accounts gained: Trek Bicycle Corp., Cycle-sport Components Co. Lost: Imperial Clevite, Burger Boat, Thomas Power Air. Billings breakdown: Newspapers 5%, magazines 30%, spot tv 5%, outdoor 5%, business papers 45%, farm publications 5%, direct mail 5%. Employees: 15 in one office. Top execs: F.C. Jacobson, chairman; Jonathan L. Rost, president. Phone: (414) 458-3541.

**Jaeger Advertising**, Berea, O., had gross income of \$440,000 in 1981 on billings of \$2,860,000. In 1980, it reported gross income of \$400,000 on billings of \$2,300,000. Volume in 1981 consisted of \$1,760,000 in media and \$1,100,000 in materials and services. In 1980, volume consisted of \$1,400,000 in media and \$900,000 in materials and services. Accounts gained: Barclay's American Recruitment, Rossborough Mfg., Steelease recruitment, Arkon Corp. recruitment, Blue Cross & Blue Shield recruitment, Deseret Co. recruitment, Health Core Network recruitment. Billings breakdown: Newspapers 70%, magazines 25%, radio 5%. Employees: 12. Top execs: Samuel A. Jaeger, president; Donald C. Aule, vp-secretary; George Sutliff, vp; Terry Dwyer, vp-creative director. Phone: (216) 243-8700.

**Lloyd G. Jakeway Advertising & Public Relations**, Houston, had estimated gross income of \$109,000 in 1981 on billings of \$725,810. In 1980, it reported gross income of \$109,000 on billings of \$730,250. Volume in 1981 consisted of \$397,000 in media, \$42,000 in materials and services and \$286,810 in capitalized fees. In 1980, volume consisted of \$390,100 in media, \$40,100 in materials and services and \$300,150 in capitalized fees. Billings breakdown: Newspapers 5%, magazines 9%, radio 45%, spot tv 5%, outdoor 36%. Employees: Three in one office. Top exec: Lloyd G. Jakeway, president. Phone: (713) 999-5959.

**The Jason Group**, New York, had gross income of \$600,000 in 1981 on billings of \$4,075,000. In 1980, it reported gross income of \$632,000 on billings of \$4,320,000. Volume in 1981 consisted of \$2,575,000 in media and \$1,500,000 in materials and services. In 1980, volume consisted of \$2,620,000 in media and \$1,700,000 in materials and services. Accounts gained: Telco Software Corp., Palcorn, Weigl Co. Lost: Radio Relay Corp. Billings breakdown: Magazines 25%, radio 25%, spot tv 25%, direct mail 25%. Employees: Six. Top exec: Art Sasso, president. Phone: (212) 759-9584.

**T.S. Jenkins & Associates**, Flint, Mich., reported gross income of \$293,387 in 1981 on billings of \$1,963,326. In 1980, it reported gross income of \$281,392 on billings of \$1,866,802. Volume in 1981 consisted of \$862,477 in media, \$197,324 in materials and services and \$903,525 in capitalized fees. In 1980, volume consisted of \$869,672 in media, \$180,722 in materials and

services and \$816,408 in capitalized fees. Accounts gained: Bayvue Drapery, Genesee Health Care, Insight Inc., Cook's Drugs, Professional Assn., I&H Conveying, Caravan Ltd., Flint Medical & Surgical Office Products Center, McLaren Hospital, Zeff-Lamb Industries. Lost: Young & Welshans, Fernco/Predco, Michigan Brick, Ski Haus/Silent Sports, Flint Area Convention & Tourist Council. Billings breakdown: Newspapers 25.1%, magazines 11.6%, radio 26.8%, spot tv 26.1%, outdoor 10.3%, direct mail 0.1%. Employees: Nine in one office. Top execs: John G. Le-Sage, president; Kenneth C. Rice, vp. Phone: (313) 235-5654.

**Jiloty, Shipley & Associates**, Holly Hill, Fla., had estimated gross income of \$210,000 on billings of \$1,377,690 in 1981, its first full year in business. Volume in 1981 consisted of \$419,679 in media, \$179,682 in materials and services and \$778,329 in capitalized fees. Accounts gained: Daytona Beach Resort Area, Naples Federal Savings, Belfab division/Pacific Scientific, First Federal Savings of Mid-Florida, Daytona Beach Area Committee of 100, Marineland of Florida. Lost: Southern Federal Savings. Billings breakdown: Newspapers 10%, magazines 15%, radio 5%, spot tv 10%, outdoor 10%, business papers 15%, transit 5%, point of sale 5%, direct mail 25%. Top execs: Michael J. Jiloty, president; G. James Shipley, exec vp. Employees: Seven. Phone: (904) 677-0673.

**Johannesson, Reeser & Associates**, St. Petersburg, Fla., reported gross income of \$326,930 in 1981 on billings of \$3,018,763. In 1980, it reported gross income of \$281,663 on billings of \$2,189,732. Volume in 1981 consisted of \$432,220 in media, \$262,097 in materials and services and \$2,324,446 in capitalized fees. In 1980, volume consisted of \$380,109 in media, \$311,278 in materials and services and \$1,498,395 in capitalized fees. Accounts gained: Gulfstar Yachts, Florida Radio Inc., East Lake Woodlands, The Meadows, American Capital Group, Power Control Products, Dan's Island. Lost: Lee Homes, Taylor & Saunders. Billings breakdown: Newspapers 40%, magazines 13%, radio 9%, spot tv 1%, outdoor 20%, point of sale 9%, other 8%. Employees: 14 in one office. Top execs: Paul Johannesson, Nancy Reeser, Allan Lipsky. Phone: (813) 821-4898.

**Johnson & Braasch Advertising**, Dallas, reported gross income of \$264,750 and net income of \$14,590 in 1981 on billings of \$1,489,000. In 1980, it reported gross income of \$88,250 and net income of \$3,530 on billings of \$562,000. Volume in both years was all in media. Accounts gained: Darel Wright & Associates, Empire Bank, Richard Pohley & Associates, Texas Natl. Bank, Spradling Vinyls, North American Consultants, Mendenhall Sales, Brothers Development Cos. Lost: None. Billings breakdown: Newspapers 20%, magazines 20%, radio 20%, spot tv 10%, outdoor 20%, direct mail 10%. Employees: 11 in one office. Top execs: Lillian Johnson, chairman; Steve Braasch, president. Phone: (214) 783-0761.

**Johnston Advertising & Public Relations**, Dallas, had gross income of \$145,000 in 1981 on billings of \$1,193,880. In 1980, it reported gross income of \$64,000 on billings of \$685,120. Volume in 1981 consisted of \$577,000 in media, \$190,000 in materials and services and \$426,880 in capitalized fees. In 1980, volume consisted of \$335,000 in media, \$110,000 in materials and services and \$240,120 in capitalized fees. Accounts gained: Braniff Education Systems Inc., Southwest Airlines. Billings breakdown:

# Mike Sloan Inc.

We apply three simple standards to our ads. Does it break through? Does it ring true? Will someone out there like you? In other words, we think of each ad or commercial as a human being—does it have a unique personality you want to listen to or is it just bland, is it credible or just more of the same platitudes, it is likeable? As a result, a strong sense of humanity runs through most of our work. They get attention, they get belief and they make people like to do business with our clients.



Newspapers 25%, radio 30%, spot tv 10%, outdoor 12%, business papers 1%, point of sale 6%, direct mail 14%, other 2%. Employees: Six in one office. Top exec: Joe Johnston, president. Phone: (214) 522-6536.

**Jonathan Advertising**, New York, had gross income of \$658,400 in 1981 on billings of \$3,292,500. In 1980, it reported gross income of \$365,000 on billings of \$2,442,000. Volume in 1981 consisted of \$2,225,000 in media, \$400,500 in materials and services and \$667,000 in capitalized fees. In 1980, volume consisted of \$1,500,000 in media, \$275,000 in materials and services and \$667,000 in capitalized fees. Accounts gained: Wheaton Industries, Dunn & Sons Maintenance Corp., Fischer America. Billings breakdown: Newspapers 10%, magazines 10%, spot tv 50%, business papers 25%, point of sale 5%. Employees: Six. Top exec: Jonathan Gubin, president. Phone: (212) 751-2626.

**Jones, Anastasi & Mitchell**, Columbus, O., had gross income of \$332,000 in 1981 on billings of \$3,521,575. In 1980, it reported gross income of \$291,000 on billings of \$2,782,677. Volume in 1981 consisted of \$1,326,000 in media, \$111,200 in materials and services and \$2,084,375 in capitalized fees. In 1980, volume consisted of \$1,300,000 in media, \$85,312 in materials and services and \$1,397,365 in capitalized fees. Accounts gained: Times Publishing Co., Frecker's Ice Cream Co., Mercyhurst College and SRT of Columbus. Billings breakdown: Newspapers 39%, magazines 2%, supplements 4%, radio 30%, spot tv 20%, outdoor 3%, direct mail 2%. Top execs: H. Douglas Jones, president; Joseph A. Anastasi, exec vp; Pam Eckert, Joan Stammler, partners. Employees: 10 in two offices. Phone: (614) 461-1250.

**Dana Jones & Friends**, Studio City, Cal., reported gross income of \$145,000 in 1981 on billings of \$933,500. In 1980, it reported gross income of \$100,000 on billings of \$500,000. Volume in 1981 consisted of \$500,000 in media, \$100,000 in materials and services and \$333,500 in capitalized fees. In 1980, volume consisted of \$350,000 in media and \$150,000 in capitalized fees. Accounts gained: Personal Formula skincare products, Skin Care magazine. Billings breakdown: Newspapers 10%, magazines 60%, direct mail 30%. Employees: Three in one office. Top exec: Dana Jones. Phone: (213) 760-4246.

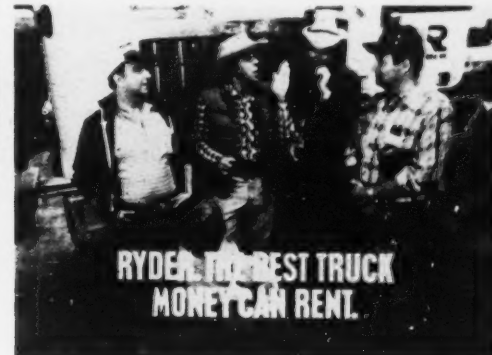
**Kalmar Ad/Marketing**, New York, had estimated gross income of \$385,000 in 1981 on media bill-

ings of \$2,554,196. In 1980, it had estimated gross income of \$540,000 on media billings of \$3,619,286. Accounts gained: Agfa-Gevaert, BSR (USA) Ltd., New Jersey Bank. Lost: Hitachi-Denshi America. Billings breakdown: Newspapers 5%, magazines 75%, supplements 2%, radio 3%, spot tv 15%. Employees: 10. Top exec: Albert Markarian, president. Phone: (201) 947-7770.

**Karsh & Hagan**, Englewood, Colo., had gross income of \$676,845 and net income of \$36,435 in 1981 on billings of \$6,296,613. In 1980, it reported gross income of \$541,163 and net income of \$29,109 on billings of \$5,136,271. Volume in 1981 consisted of \$1,522,605 in media, \$493,756 in materials and services and \$4,280,252 in capitalized fees. In 1980, volume consisted of \$1,263,606 in media, \$450,195 in materials and services and \$3,422,470 in capitalized fees. Accounts gained: Beaver Creek Ski Resort, Foto-Tek Rapid Photo Systems, Creekside/Beaver Creek, Bill Johnson's BBQ Sauce, Golden Recycle, a subsidiary of Adolph Coors Co. Lost: Pioneer Airlines. Billings breakdown: Newspapers 17%, magazines 10%, supplements 1%, radio 20%, spot tv 45%, point of sale 1%, direct mail 6%. Employees: 21 in one office. Top execs: Phil Karsh, president; Thomas P. Hagan, exec vp. Phone: (303) 770-8088.

**Richard L. Kaye & Co.**, Northbrook, Ill., reported gross income of \$224,500 in 1981 on billings of \$1,500,250. The company, which moved from Northfield, Ill. in 1981, had estimated gross income of \$225,000 on billings of \$633,337 in 1980. Volume in 1981 consisted of \$750,000 in media, \$250,000 in materials and services and \$500,250 in capitalized fees. In 1980, volume consisted of \$300,000 in media, \$325,000 in materials and services and \$8,337 in capitalized fees. Accounts gained: General Instrument lamp division, Fabrico, Therm O Web, Anode Products, Clinton Power, Marina Bank. Lost: None. Billings breakdown: Newspapers 5%, magazines 30%, radio 5%, outdoor 2%, business papers 30%, point of sale 3%, direct mail 10%, other 15%. Employees: Six in one office. Top exec: Richard L. Kaye, president. Phone: (312) 564-8860.

**Lee Keeler Inc.**, Rosemont, Pa., had gross income of \$350,000 and net income of \$25,000 in 1981 on billings of \$2,000,000. In 1980, it reported the same gross income and billings figures but did not report net income. The agency did not break out its volume for either year. Accounts gained: Elliot-



Lewis Corp., Corpren Construction Co., Marketing Distribution Inc. Lost: Victory Markets. Billings breakdown: Newspapers 35%, radio 25%, spot tv 40%. Employees: Five. Top execs: LeRoy Keeler Jr., president; Cheryl White, vp-media director; John Lohmeyer, vp-art director. Phone: (215) 527-1436.

**Kelleher, Bamberger, Terry**, Fort Lauderdale, Fla., reported gross income of \$105,800 in 1981 on billings of \$672,000. In 1980, it reported gross income of \$103,000 on billings of \$691,000. Volume in 1981 consisted of \$492,000 in media and \$180,000 in materials and services. In 1980, volume consisted of \$480,000 in media, \$71,000 in materials and services and \$140,000 in capitalized fees. Accounts gained: Kid's World, Neuromed Inc., Europorte Imports in Miami. Lost: None. Billings breakdown: Magazines 5%, business papers 76%, direct mail 4%, other 15%. Employees: Five in one office. Phone: (305) 561-4277.

**Roberta Kenney Advertising**, Natick, Mass., had gross income of \$555,000 in 1981 on billings of \$4,106,500, all in media. In 1980, it reported gross income of \$500,000, all on media billings of \$3,337,500. Billings breakdown: Newspapers 84%, radio 4%, spot tv 1%, business papers 11%. Employees: 35 in one office. Top exec: Roberta Kenney, president. Phone: (617) 237-7047.

**Keroff & Rosenberg Advertising**, Chicago, reported gross income of \$614,039 in 1981 on billings of \$5,200,000. In 1980, it reported gross income of \$419,000 on billings of \$3,200,000. Volume in 1981 consisted of \$2,600,000 in media, \$600,000 in materials and services and \$2,000,000 in capitalized fees. In 1980, volume consisted of \$1,887,000 in media, \$406,213 in materials and services and \$906,787 in capitalized fees. Accounts gained: David Scott Industries, First Computer Corp., Great Earth Vitamin Stores, Pilgrim Housing. Lost: None. Billings breakdown: Newspapers 5%, magazines 5%, radio 20%, network tv 5%, spot tv 10%, business papers 5%, direct mail 40%, other 10%. Employees: 17 in one office. Top execs: Charles I. Rosenberg, vp; William B. Keroff, president; Michael A. Swidler, vp-client services. Phone: (312) 321-9000.

**Keye Advertising**, New York, had gross income of \$399,042 in 1981 on billings of \$2,850,303. In 1980, it reported gross income of \$349,819 on billings of \$2,304,612. It did not break out volume for either year. Accounts gained: Communications Network, Coupon Ex-



## Gross income under \$1,000,000

change Club. Lost: I.S. Electronics. Billings breakdown: Newspapers 15%, magazines 50%, direct mail 35%. Employees: Six in one office. Top exec: Murray Schechter, president; R.A. Gardner, exec vp. Phone: (212) 645-9006.

**Kinzie & Green**, Wausau, Wis., reported gross income of \$343,840 in 1981 on billings of \$2,396,110. In 1980, it reported gross income of \$343,446 on billings of \$2,318,502. Volume in 1981 consisted of \$1,193,032 in media, \$256,250 in materials and services and \$948,828 in capitalized fees. In 1980, volume consisted of \$998,144 in media, \$224,604 in materials and services and \$1,095,754 in capitalized fees. Accounts gained: Wausau Homes, First American Bank, Marquie Inc. Lost: Viellard Migeon, Morvillars, France. Billings breakdown: Newspapers 12%, magazines 10%, radio 3%, network tv 5%, business papers 45%, other 25%. Employees: 11 in one office. Top exec: Leslie C. Green, president. Phone: (715) 845-4502.

**Jim Kirkpatrick & Associates**, Dallas, had gross income of \$50,000 in 1981 on billings of \$210,005. In 1980, it reported gross income of \$30,000 on billings of \$163,340. Volume in 1981 consisted of \$200,000 in media and \$10,005 in capitalized fees. In 1980, volume consisted of \$150,000 in media and \$13,340 in capitalized fees. Accounts gained: V-Spool, Nautical Interiors, Skyline Industries. Lost: Skyline Industries. Billings breakdown: Newspapers 10%, magazines 60%, network tv 20%, point of sale 5%, direct mail 5%. Employees: One. Phone: (214) 386-0273.

**Klein/Richardson**, Beverly Hills, Cal., reported gross income of \$330,000 and \$66,000 net income in 1981 on billings of \$2,200,000. In 1980, it reported gross income of \$225,000 and net income of \$45,000 on billings of \$1,500,000. Accounts gained: Aable & Co., Body Computations, Federal Safe Deposit Co., Recaro USA, Saint John's Hospital, Taylor Food Products, Woodbury University. Lost: Pepperdine University School of Professional Studies, US Leasing Intl., University of Southern California School of Business Administration. Billings breakdown: Newspapers 35%, magazines 20%, radio 30%, outdoor 5%, other (collateral) 10%. Employees: Six in one office. Top execs: Neil K. Klein, Glenn W. Richardson, Dorrie Popovich. Phone: (213) 652-4450.

**Knight Advertising Communications**, Minneapolis, reported gross income of \$487,400 in 1981 on billings of \$1,178,608. In 1980, it reported gross income of \$430,719 on billings of \$1,051,935. Volume in 1981 consisted of \$364,868 in media and \$813,740 in capitalized fees. In 1980, volume consisted of \$321,157 in media and \$730,778 in capitalized fees. Accounts gained: Graco Inc., Colorant Equipment division, Crown Iron Works. Lost: None. Billings breakdown: Newspapers 5%, radio 5%, business papers 42%, direct mail 3%, other (collateral) 45%. Employees: Four in one office. Top exec: Mike Moore, president. Phone: (612) 831-8040.

**Knudsen, Gardner & Howe**, Cleveland, had estimated gross income of \$700,000 on 1981 billings of \$1,590,220. In 1980 it had estimated gross income of \$675,000 on \$1,515,684 in billings. In 1981 volume consisted of \$600,000 in media, \$550,000 in materials and services and \$440,220 in capitalized fees. Volume in 1980 consisted of \$573,200 in media, \$507,600 in materials and services and \$434,884 in capitalized fees. Accounts gained: Jacobs Investments, Sun Club. Billings breakdown: Newspapers

12%, magazines 15%, supplements 3%, radio 10%, spot tv 10%, business papers 20%, transit 5%, point of sale 25%. Employees: Eight in one office. Top execs: D.A. Knudsen, president; R.A. Gardner, exec vp. Phone: (216) 621-6680.

**The Kohler Co.**, Riverside, Conn., had gross income of \$261,365 in 1981 on billings of \$1,650,249. It did not report its 1980 results. Volume in 1981 consisted of \$544,300 in media, \$288,750 in materials and services and \$817,199 in capitalized fees. Accounts gained: Alta Technology, SysEd division of Integrated Computer Software, Zan Optical Products, Dooney & Bourke, Globe Slicing Machine. Lost: Electrix Inc., Output magazine. Billings breakdown: Newspapers 5%, magazines 15%, radio 5%, business papers 45%, direct mail 30%. Employees: Nine in one office. Top execs: Robert Atkinson, president; Edward Dattola, secretary-treasurer. Phone: (203) 637-1708.

**Kohler/Twin Cities**, Minneapolis, reported gross income of \$113,597 in 1981 on billings of \$744,401. Volume in 1981 consisted of \$70,700 in media, \$71,400 in materials and services and \$602,301 in capitalized fees. The agency did not report for 1980. Accounts gained: Deluxe Check Printers, Fairview Community Hospitals, Hamline University, IntraMark, Minnesota Bankers Assn. (projects), Minnesota Energy Agency, Minnesota Mutual Life Insurance (projects), Norstan Communications Systems (projects), Summit State Bank (projects), Upper Midwest Industries (projects). Billings breakdown: Newspapers 46%, magazines 44%, other 10%. Employees: Six in one office. Top execs: Thomas Atkinson, president; Don Mosbarger, senior vp. Phone: (612) 872-2277.

**Gene K. Kolber Advertising**, Roslyn, Pa., reported gross income of \$540,000 in 1981 on billings of \$5,100,000. In 1980, it reported gross income of \$425,000 on billings of \$4,200,000. No volume breakout was provided. Accounts gained: Valleybrook Estates, The Tower at Chatham Center, Calais Village, Celebrity Limo Cardio Med., Harbor Medical Center, Host Farm, Jody's Tavern, Lee Felton Nutritional Institute, Paul's Run Pearlcream, Ocean Crest condos, Lake Howell (Florida), Old Forge Crossing Condo. Lost: Caesars Boardwalk Regency, General Scientific, Highpoint Racquet Club, Servaas Labs, Wilmington Merchandise Mart. Billings breakdown: Newspapers 18%, magazines 2%, radio 40%, network tv 38%, outdoor 2%. Employees: 15 in two offices. Phone: (215) 885-7100.

**Kopf & Isaacson Advertising**, Melville, N.Y., had gross income of \$199,500 on billings of \$1,056,680 in 1981, its first full year in business. Volume in 1981 consisted of \$620,000 in media, \$410,000 in materials and services and \$26,680 in capitalized fees. Accounts gained: Ring Communications, Travel/Holiday, Dionics, Teledata Systems. Billings breakdown: Newspapers 5%, magazines 85%, supplements 5%, radio 2%, direct mail 3%. Top exec: Andrew Isaacson, president. Employees: Six. Phone: (516) 293-6115.

**Krate/Huber Associates**, Pittsfield, Mass., reported gross income of \$163,167 in 1981 on billings of \$900,956. It did not report for 1980. Volume in 1981 consisted of \$200,000 in media, \$44,493 in materials and services and \$656,463 in capitalized fees. Accounts gained: Alliance Editions, New England Furniture/Design Classics, WBEC

AM-FM. Lost: Berkshire Gas, Pittsfield General Electric Employees' Credit Union. Billings breakdown: Newspapers 67%, magazines 4%, radio 22%, cable tv 7%. Employees: Four in one office. Top exec: Mary E. Huber, president. Phone: (413) 499-2345.

**Kreicker & Meloan**, Northfield, Ill., reported gross income of \$136,663 in 1981 on billings of \$911,542. In 1980, it reported gross income of \$118,810 on billings of \$792,462. Volume in 1981 consisted of \$729,758 in media, \$155,604 in materials and services and \$26,180 in capitalized fees. In 1980, volume consisted of \$555,971 in media, \$140,910 in materials and services and \$95,581 in capitalized fees. Accounts gained: The Aldon Co., Kremlin Inc. Lost: None. Billings breakdown: Business papers 95%, direct mail 5%. Employees: Five in one office. Top exec: J.M. Wallseck, president. Phone: (312) 446-8885.

**LaBelle & Shallbetter**, Minneapolis, reported gross income of \$830,000 in 1981 on billings of \$5,533,400. In 1980, it reported gross income of \$783,930 on billings of \$5,226,264. Volume in 1981 consisted of \$4,500,000 in media, \$900,000 in materials and services and \$133,400 in capitalized fees. In 1980, volume consisted of \$4,532,730 in media, \$573,474 in materials and services and \$120,060 in capitalized fees. Accounts gained: Circus Entertainment Centers. Billings breakdown: Newspapers 22%, magazines 1%, radio 24%, spot tv 50%, business papers 1%, other (collateral) 1%. Employees: 13 in one office. Top exec: Lawrence S. LaBelle, president. Phone: (612) 338-7616.

**LaChance Goodchild & Eidson**, Providence, R.I., formerly known as Goodchild & Eidson, is the result of a merger with R.J. LaChance Inc. effective Jan. 1, 1982. In 1981, G&E had gross income of \$720,000 on billings of \$4,800,000. In 1980, it reported gross income of \$615,000 on billings of \$4,100,000. Volume in 1981 consisted of \$3,500,000 in media, \$900,000 in materials and services and \$400,000 in capitalized fees. In 1980, volume consisted of \$3,200,000 in media, \$600,000 in materials and services and \$300,000 in capitalized fees. Accounts gained: ATF-Davidson unit of White Consolidated Industries, Computeristics Inc., Lawrence Pumps Inc., Whitin Casting Co. Lost: Davis-Standard division of C&K Corp., Interactive Management Systems. Billings breakdown: Magazines 20%, business papers 70%, direct mail 10%. Employees: 16. Top execs: Theodore Goodchild, president; William Eidson, exec vp. Phone: (401) 831-7484.

**Landers & Partners**, St. Petersburg, Fla., had estimated gross income of \$475,000 in 1981 on billings of \$3,193,521. It did not report in 1980. Volume in 1981 consisted of \$2,042,460 in media, \$338,988 in materials and services and \$812,073 in capitalized fees. Accounts gained: Bond Jewelers, F&F Productions, Fletcher Music Center, Florida Dental Centers. Lost: Sunrise Golf Ltd., Ross Chevrolet, U.S. Home condo division, Inverness. Billings breakdown: Newspapers 27%, magazines 8%, radio 22%, spot tv 26%, outdoor 13%, business papers 4%. Employees: Nine in one office. Top execs: Samuel P. Landers, president; Robert G. Guckenberger, senior vp/creative director. Phone: (813) 577-6868.

**Lane & Leslie Advertising Agency**, Wichita, had estimated gross income of \$665,000 in 1981 on billings of \$4,358,011. In 1980, it reported gross income of \$465,000 on billings of \$3,101,068. Volume in 1981 consisted of \$1,694,281 in

media, \$445,989 in materials and services and \$2,217,741 in capitalized fees. In 1980, volume consisted of \$1,401,574 in media, \$309,613 in materials and services and \$1,389,881 in capitalized fees. Accounts gained: First Federal S&L, Coffeyville, Kan., One Hour Picture Perfect, National Bank of Wichita. Lost: Neuro-Spinal Stress Center (resigned). Billings breakdown: Newspapers 17%, magazines 6%, radio 39%, spot tv 30%, outdoor 2%, business papers 1%, farm publications 5%. Employees: 19 in one office. Top exec: David W. Lane, president. Phone: (316) 265-0882.

**Larson, Bateman & McAllister**, Santa Barbara, Cal., reported gross income of \$616,892 in 1981 on billings of \$4,381,015. In 1980, it reported gross income of \$718,869 on billings of \$4,863,436. Volume in 1981 consisted of \$3,036,287 in media, \$518,949 in materials and services and \$825,779 in capitalized fees. In 1980, volume consisted of \$3,042,910 in media, \$524,573 in materials and services and \$1,295,953 in capitalized fees. Accounts gained: Signal Technology. Lost: Fosters Freeze. Billings breakdown: Newspapers 27.3%, magazines 2.2%, radio 24%, spot tv 45.2%, business papers 1.3%. Employees: 17 in one office. Top execs: Howard Larson, president; Michael McAllister, Tony Baragona, Don Dancer. Phone: (805) 963-5841.

**Larwin/Livers Associated**, Willow Grove, Pa., reported gross income of \$600,000 in 1981 on billings of \$6,500,000. In 1980, it reported gross income of \$487,000 on billings of \$5,250,000. Volume in 1981 consisted of \$925,000 in media, \$2,500,000 in materials and services and \$3,075,000 in capitalized fees. In 1980, volume consisted of \$750,000 in media, \$2,000,000 in materials and services and \$2,500,000 in capitalized fees. Accounts gained: Avex Electronics, Land Instruments, KTI Insurance. Lost: Alpha Wire Corp. Billings breakdown: Newspapers 5%, business papers 74%, point of sale 1%, direct mail 20%. Employees: 20 in one office. Top execs: Larry S. Winston, chairman; Stephen S. Livers, president. Phone: (215) 657-6575.

**Laven, Fuller & Perkins**, Chicago, reported gross income of \$381,409 in 1981 on billings of \$1,702,877. In 1980, it reported gross income of \$385,440 on billings of \$2,501,332. Volume in 1981 consisted of \$1,589,654 in media, \$89,211 in materials and services and \$24,012 in capitalized fees. In 1980, volume consisted of \$2,226,000 in media, \$144,000 in materials and services and \$131,332 in capitalized fees. Accounts gained: American Bar Assn. (recruitment), Shoe Repair Institute of America, Wurlitzer Corp. (recruitment). Lost: Jewel Companies, Woodlawn Hospital. Billings breakdown: Newspapers 71%, magazines 11%, supplements 1%, radio 5%, outdoor 7%, point of sale 1%, direct mail 4%. Employees: Nine in one office. Top execs: J.P. Perkins, president; M.A. Miller, exec vp; J.P. Fox, senior vp. Phone: (312) 440-1818.

**Lenac, Warford, Stone**, Newport Beach, Cal., had an estimated \$900,000 in gross income in 1981 on billings of \$8,142,275. The agency did not report 1980 figures. Volume in 1981 consisted of \$1,262,046 in media, \$1,026,384 in materials and services and \$5,853,845 in capitalized fees. Accounts gained: Orange County Transit, Micro Five Corp., Downey S&L. Lost: Sunwest Bank. Billings breakdown: Newspapers 20%, magazines 25%, radio 10%, transit 10%, point of sale 10%, direct mail 20%, other 5%. Employees: 14 in one office. Top execs: Ralph Lenac, David Warford, Don Stone, president. Phone: (714) 833-8435.

**Lesko Inc.**, Pittsburgh, had estimated gross income of \$530,000 in 1981 on billings of \$3,500,000. In 1980, it also had estimated gross income of \$530,000 on billings of \$3,500,000. Volume in 1981 consisted of \$2,000,000 in media, \$500,000 in materials and services and \$1,000,000 in capitalized fees, the same as in 1980. Not included are results of its subsidiary, Lesko Research Corp. Accounts gained: John DeKlewa & Sons Construction. Billings breakdown: Newspapers 30%, magazines 40%, supplements 5%, radio 3%, spot tv 5%, outdoor 5%, business papers 2%, point of sale 5%, direct mail 5%. Employees: 10 in one office. Top execs: George Lesko, chairman; Ruth Lesko, president. Phone: (412) 566-1680.

**Lessner Slossberg Gahl & Partners**, Hartford, Conn., had gross income of \$749,045 on billings of \$4,023,560 in 1981, its first year in business. In 1980 the company was a branch office of Provandie & Chirurg, Boston. Accounts gained: AMF Alcott Sailboats, Durfee Attleboro Bank, Falmouth National Bank, Intl. Silver Co., New England Typographic Service. Billings breakdown: Newspapers 15%, magazines 10%, radio 15%, spot tv 15%, business papers 20%, other 25%. Employees: 14 in one office. Top execs: Gary Lessner, president; Richard Slossberg, exec vp; John Gahl, John Nedosko, vps. Phone: (203) 289-7991.

**Levy, Sussman & Levine**, New York, had estimated gross income of \$450,000 in 1981 on media billings of \$3,000,000. In 1980, it had estimated gross income of \$345,000 on media billings of \$2,300,000. No volume breakout was provided for either year. Accounts gained: Group Council Mutual Insurance Co., National Assn. of Recording Merchandisers, Polygram Corp. Lost: Act 1, Bio-Energy Systems, BKL, OEI, Stevens Entertainment. Billings breakdown: Newspapers 10%, magazines 25%, radio 20%, spot tv 20%, outdoor 10%, transit 10%, direct mail 5%. Employees: 12 in one office. Top execs: Robert Levy, president; Abie Sussman, Barry Levine, exec vps. Phone: (212) 586-3720.

**Lindell-Keys**, Dallas, reported gross income of \$160,000 in 1981 on billings of \$1,385,500. In 1980, it reported gross income of \$150,000 on billings of \$1,285,500. Volume in 1981 consisted of \$600,000 in media, \$450,000 in materials and services and \$335,500 in capitalized fees. In 1980, volume consisted of \$600,000 in media, \$350,000 in materials and services and \$335,500 in capitalized fees. Accounts gained: Greater Dallas Planning Council, Trinity Industries. Billings breakdown: Newspapers 20%, magazines 20%, radio 10%, business papers 30%, direct mail 20%. Employees: Five in one office. Top execs: Elwood Lindell, president; Marion Lindell, exec vp. Phone: (214) 823-6262.

**Lipman Advertising**, New York, had gross income of \$835,193 in 1981 on billings of \$8,339,234. In 1980, it reported gross income of \$724,492 on billings of \$6,593,772. Volume in 1981 consisted of \$3,831,228 in media and \$4,508,006 in capitalized fees. In 1980, volume consisted of \$3,134,083 in media and \$3,459,689 in capitalized fees. Accounts gained: Pulmoll throat lozenges, Westchester County Fair, Foods Plus Vitamins. Billings breakdown: Newspapers 45%, magazines 10%, radio 10%, spot tv 25%, transit 5%, other 5%. Top execs: Robert S. Lipman, president; Melvin Levy, senior vp—creative director; Al George, senior vp. Employees: 22 in two offices. Phone: (212) 684-1100.

**Louis & Saul Advertising**, Santa Monica, Cal., reported gross



income of \$532,800 and net income of \$99,699 in 1981 on billings of \$2,960,000. In 1980, it reported gross income of \$168,750 and net income of \$1,212 on billings of \$1,125,000. Volume in 1981 consisted of \$2,137,015 in media, \$183,305 in materials and services and \$639,680 in capitalized fees. In 1980, volume consisted of \$743,239 in media, \$104,956 in materials and services and \$276,805 in capitalized fees. Billings breakdown: Newspapers 22%, magazines 20%, radio 16%, spot tv 14%, direct mail 10%, other 18%. Employees: Seven in one office. Top execs: Saul I. Fruchthendler, president; exec vps—Louis S. Goldberg, Charles C. Slay. Phone: (213) 393-0507.

**Lundmark Advertising & Design**, Kansas City, had estimated gross income of \$51,000 in 1981 on billings of \$340,020. In 1980, it had estimated gross income of \$32,400 on billings of \$216,670. Volume in 1981 consisted of \$125,000 in media, \$175,000 in materials and services and \$40,020 in capitalized fees. In 1980, volume consisted of \$100,000 in media, \$110,000 in materials and services and \$6,670 in capitalized fees. Billings breakdown: Newspapers 1%, magazines 73%, outdoor 1%, business papers 5%, point of sale 5%, direct mail 15%. Employees: Three. Top exec: Fred Trent, president. Phone: (816) 842-5236.

**MAP Advertising Agency**, Springfield, Mo., reported gross income of \$367,453 in 1981 on billings of \$2,062,547. In 1980, it reported gross income of \$335,737 on billings of \$1,804,919. Volume in 1981 consisted of \$1,076,696 in media, \$35,176 in materials and services and \$950,675 in capitalized fees. In 1980, volume consisted of \$836,339 in media, \$48,540 in materials and services and \$920,040 in capitalized fees. Accounts gained: Metro Communications, Big T/Tastee Freeze Restaurants—Midwest region, Waynesville-St. Robert Chamber of Commerce, SMBC Total Contractors, United Leasing, Metrovision, Custom Printers Supply, Ozark Building Systems (Melco Steel), Centro Contractors, Central Bank of Lebanon. Lost: Citizens Bank of Eldon, Mom's Old Fashioned Ice Cream; Sims-Kimball Music Centers, Fantastic Sam's Family Haircutting Centers. Billings breakdown: Newspapers 15%, magazines 8%, supplements 7%, radio 16%, spot tv 35%, outdoor 1%, business papers 5%, farm publications 3%, point of sale 4%, direct mail 6%. Employees: 12 in one office. Top execs: Joseph H. Straughan Jr., president; Raymond D. Bradshaw, exec vp. Phone: (417) 866-2779.

**MSA Advertising**, Philadelphia, had gross income of \$255,000 and net income of \$30,200 in 1981 on billings of \$1,802,205. In 1980, it reported gross income of \$241,500 and net income of \$26,500 on billings of \$1,611,510. Volume in 1981 consisted of \$1,160,000 in media, \$98,600 in materials and services and \$543,605 in capitalized fees. In 1980, volume consisted of \$1,020,089 in media, \$82,500 in materials and services and \$508,921 in capitalized fees. Accounts gained: Atlantic Book Stores, Diverse Enterprises. Lost: American Institute of Drafting, Starr Transit Co. Billings breakdown: Newspapers 42.7%, magazines 12.5%, radio 14.9%, business papers 8.1%, point of sale 6.6%, direct mail 15.2%. Employees: Six. Top exec: Michael Schwartz, president. Phone: (215) 546-8000.

**MacGibbon & Kobasic**, Portland, Ore., reported gross income of \$300,000 in 1981 on billings of \$2,000,000. In 1980, it reported gross income of \$240,000 on billings of \$1,600,000. No volume breakout was provided. Accounts gained: Rembold Corp., Montana Datsun

Dealers, Byrnes Luggage, Georgia Pacific Ukiah plant, Seconds on First. Lost: Wade Mfg. Billings breakdown: Newspapers 20%, magazines 10%, radio 15%, spot tv 35%, business papers 15%, direct mail 5%. Employees: 10 in one office. Top exec: John I. Kobasic, president, ceo. Phone: (503) 295-1922.

**Mail Design Communications**, Southfield, Mich., which opened in 1981, reported gross income of \$17,934 in 1981 on billings of \$122,217. Volume in 1981 consisted of \$55,600 in media, \$8,625 in materials and services and \$57,992 in capitalized fees. Accounts gained: Magnetic Video Library (division of 20th Century-Fox), Ambience Records, Budman's Home Improvement, Copy Stop Printing Centers, Metropolitan Detroit Optometric Society. Lost: Skorpis Greek Restaurant, Korean Trade Center (Michigan). Billings breakdown: Newspapers 2%, magazines 8%, business papers 80%, direct mail 10%. Employees: Four in one office. Top exec: Harvey Gotliffe, president. Phone: (313) 354-5711.

**Mallof, Abruzzo & Nash Marketing**, Lombard, Ill., reported gross income of \$204,356 in 1981 on billings of \$1,143,228. In 1980, it reported gross income of \$121,697 on billings of \$811,395. Volume in 1981 consisted of \$882,642 in media, \$153,866 in materials and services and \$106,720 in capitalized fees. In 1980, volume consisted of \$651,315 in media and \$160,080 in capitalized fees. Accounts gained: Irish Family Day, Ogden Chrysler Plymouth, Toyota West, Gary Johnson & Co., Larry Roesch Chevrolet, Downers Grove Yamaha/BMW, St. Charles Dealers Assn. Lost: None. Billings breakdown: Newspapers 60%, supplements 5%, radio 30%, outdoor 1%, business papers 2%, direct mail 2%. Employees: Six in one office. Top exec: Edward Mallof, president. Phone: (312) 964-7722.

**Manning & Associates**, San Diego, had estimated gross income of \$385,000 in 1981 on billings of \$2,567,500. In 1980, it had estimated gross income of \$350,000 on billings of \$2,315,920. Volume in 1981 consisted of \$600,000 in media, \$300,000 in materials and services and \$1,667,500 in capitalized fees. In 1980, volume consisted of \$551,000 in media, \$257,500 in materials and services and \$1,507,420 in capitalized fees. Accounts gained: Continental Controls, a Bendix Co. Billings breakdown: Newspapers 5%, magazines 5%, radio 5%, network tv 8%, business papers 77%. Employees: Seven in one office. Phone: (714) 566-4540.

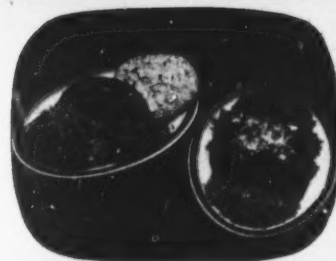
**Marbro Advertising**, Columbus, O., had gross income of \$139,973 in 1981 on billings of \$1,187,647. In 1980, it reported gross income of \$193,992 on billings of \$1,245,638. Volume in 1981 consisted of \$828,257 in media, \$254,438 in materials and services and \$104,952 in capitalized fees. In 1980, volume consisted of \$858,133 in media, \$276,563 in materials and services and \$110,942 in capitalized fees. Accounts gained: Restaurant Owners Dining Assn. Lost: Atlas Butler Heating & Cooling. Billings breakdown: Newspapers 19%, magazines 8%, radio 39%, spot tv 20%, outdoor 6%, point of sale 4%, direct mail 4%. Employees: Six in one office. Top exec: Marvin Brown, president. Phone: (608) 235-1992.

**Marcom Inc.**, East Windsor, Conn., reported gross income of \$213,254 in 1981 on billings of \$3,843,225. In 1980, it reported gross income of \$155,800 on billings of \$2,032,075. Volume in 1981 consisted of \$442,625 in media, \$646,804 in materials and services and \$2,753,796 in capitalized fees. In 1980, volume consisted of \$390,700 in media, \$490,800 in ma-

## Goodwin, Dannenbaum Littman & Wingfield

We have specialized in retail advertising for the past 37 years. We have written 10 Commandments to go by, including No. 7: Sell the difference to make the difference (even though the merchandise may not be exclusive)—i.e., reflect the personality of the advertiser to sell the where as well as the what and why to buy. Commandment No. 2: Ads must speak to individuals yet reach mass audiences, reflected in the agency's campaign for Palais Royal, a 21-store chain of fashion specialty stores.

It could best be characterized as a "strategy" oriented advertising agency—that is to say, as much emphasis is given to marketing strategy and to creative strategy as to the creative executional aspects of those strategies. Creatively speaking the discipline of strategic thinking is then balanced by the use of multiple creative teams to explore the optimum translation(s) of the agreed upon strategy.



terials and services and \$1,150,575 in capitalized fees. Accounts gained: General Electric Co. (distribution equipment division). Lost: Reed National Corp. Billings breakdown: Newspapers 1%, magazines 1%, radio 1%, business papers 89%, direct mail 8%. Employees: 14 in one office. Phone: (203) 623-9856.

**The Marcus Group**, Atlanta, reported gross income of \$464,100 and net income of \$26,320 in 1981 on billings of \$2,847,550. In 1980, it reported gross income of \$391,886 and net income of \$21,550 on billings of \$2,387,260. Volume in 1981 consisted of \$1,635,150 in media, \$745,500 in materials and services and \$466,900 in capitalized fees. In 1980, volume consisted of \$1,350,600 in media, \$676,480 in materials and services and \$360,180 in capitalized fees. Accounts gained: Alliance Wall Corp., Gedore Tools, USA Software, Quadram Corp. Lost: Digital Communications. Billings breakdown: Newspapers 5%, magazines 65%, radio 10%, spot tv 16%, other 4%. Employees: 15 in one office. Top execs: Roger Vershen, chairman; Charlene Carl, president; Susan Frazier, exec vp; Mary Ann Williams, treasurer. Phone: (404) 261-3003.

**MarketAide Inc.**, Salina, Kan., reported gross income of \$883,189

in 1981 on billings of \$5,891,696. In 1980, it reported gross income of \$1,013,163 on billings of \$6,756,952. Volume in 1981 consisted of \$434,543 in media, \$1,065,286 in materials and services and \$4,391,867 in capitalized fees. In 1980, volume consisted of \$641,781 in media, \$1,049,256 in materials and services and \$5,065,915 in capitalized fees. Accounts gained: Carey Salt, Exline Inc. Lost: First National Bank of Great Bend. Billings breakdown: Newspapers 20%, magazines 5%, radio 13%, spot tv 3%, business papers 30%, farm publications 7%, direct mail 20%. Employees: 28 in one office. Top execs: Gary D. Ray, chairman-ceo; Russell C. Norwood, president. Phone: (913) 825-7161.

**Market Development Group Intl.**, Orlando, Fla., reported gross income of \$300,000 in 1981 on billings of \$2,283,500. It did not report for 1980. Volume in 1981 consisted of \$1,000,000 in media, \$950,000 in materials and services and \$333,500 in capitalized fees. Accounts gained: American Marketing & Finance, Condev, Energard, Forest Glen, Commercial Site Selectors, Industrial Equipment & Engineering, Hallmark Business Systems, Kossow Corp., Oxford Associates, Bona Intl. Billings breakdown: Newspapers 50%, magazines 10%, radio 5%, spot tv 5%, outdoor 5%, direct 7%, other 18%. Employees: 14 in one office. Top execs: Drew

Cherner, Rick Stone, Steve Hutchinson. Phone: (305) 894-8426.

**Marketing Group**, Fort Washington, Pa., had estimated gross income of \$390,000 in 1981 on billings of \$2,550,360. In 1980, it had estimated gross income of \$350,000 on billings of \$2,367,312. Volume in 1981 consisted of \$260,114 in media, \$864,200 in materials and services and \$1,426,046 in capitalized fees. In 1980, volume consisted of \$228,400 in media, \$814,250 in materials and services and \$1,324,662 in capitalized fees. Accounts gained: Evans Products Co.'s Homes Group, Capp Homes, Ridge Homes, Evans Finance Co., Gross Highland Winery, Sylvan Pools Service Centers, Bradford-White Water Heaters, Walker-Davis Publishing, Huntleigh Galleries, Girard Bank corporate trust department, First Pennsylvania Bank's corporate trust department, F.M.C. Lost: Gross Highland Nursery. Billings breakdown: Newspapers 10%, magazines 17%, supplements 3%, radio 8%, spot tv 2%, cable tv 3%, outdoor 1%, business papers 7%, transit 1%, point of sale 3%, direct mail 25%, other 20%. Employees: 11. Top execs: James Notte and Robert Dean, partners, Cynthia Mannes, vp-account super. Phone: (215) 233-4160.

**Markmakers Inc.**, South Bend, Ind., reported gross income of \$592,000 in 1981 on billings of



## Gross income under \$1,000,000

\$5,924,761. In 1980, it reported gross income of \$1,030,001 on billings of \$8,966,529. Volume in 1981 consisted of \$1,466,898 in media, \$509,223 in materials and services and \$3,948,640 in capitalized fees. In 1980, volume consisted of \$1,118,817 in media, \$977,606 in materials and services and \$6,870,106 in capitalized fees. Accounts gained: Notre Dame sports endowment, South Bend Toy (pr), John Deere consumer products division—shopping mall promotion. Lost: Louie's Tux, Berkel, Wheel Horse, Bristol Products. Billings breakdown: Newspapers 50%, magazines 10%, radio 8%, spot tv 30%, outdoor 2%. Employees: 13 in one office. Top execs: John Thurin, president; Del Lupa, senior vp. Phone: (219) 232-5901.

**Marstrat Inc.**, Chicago, the in-house agency for U.S. Gypsum Co., had estimated gross income of \$300,000 in 1981 on billings of \$2,050,000. In 1980, it reported gross income of \$335,000 on billings of \$2,250,000. Volume for both years was all in media. Billings breakdown: Newspapers 2%, radio 5%, business papers 83%, farm publications 10%. Employees: 11 in one office. Top execs: Bud Pulver, president-creative director; E.R. Wentz and R.W. Wilson, vps. Phone: (312) 321-5825.

**Marx/David Advertising**, San Francisco, had estimated gross income of \$420,000 in 1981 on billings of \$2,800,700. In 1980, it had estimated gross income of \$140,000 on billings of \$917,000. Volume in 1981 consisted of \$400,000 in media, \$1,000,000 in materials and services and \$1,400,700 in capitalized fees. In 1980, volume consisted of \$250,000 in materials and services and \$667,000 in capitalized fees. Accounts gained: Clorox Foodservice Products division, MJB Coffee Co. Lost: None. Billings breakdown: Magazines 85%, direct mail 15%. Employees: 10 in two offices. Top execs: Jo David, president; Nel Howard, exec vp-controller; Stan Marx, general manager of Mark/David East. Phone: (415) 777-4393.

**Jack Mathis Advertising**, Libertyville, Ill., reported gross income of \$188,774 in 1981 on billings of \$1,260,880. In 1980, it reported gross income of \$183,085 on billings of \$1,220,913. Volume in 1981 consisted of \$443,108 in media, \$95,551 in materials and services and \$722,221 in capitalized fees. In 1980, volume consisted of \$437,980 in media, \$91,107 in materials and services and \$691,826 in capitalized fees. Billings breakdown: Business papers 56%, farm publications 4%, other (literature and brochures) 40%. Employees: Three in one office. Top exec: Jack Mathis, president. Phone: (312) 367-1826.

**The Matlin Co.**, Washington Crossing, Pa., had estimated gross income of \$350,000 in 1981 on billings of \$2,400,000. In 1980, it reported gross income of \$325,000 on billings of \$2,200,000. No volume breakout was provided. Accounts gained: Control Concepts Inc., Glitsch Package Plants, Precision Rebuilding Corp., ProQuip Inc., Scott Specialty Gases. Lost: None. Billings breakdown: Business papers 45%, direct mail 20%, other 35%. Employees: Seven in one office. Top exec: Nathaniel A. Matlin, president. Phone: (215) 493-4033.

**Allen E. Mattingly Inc.**, Atlanta, had estimated gross income of \$447,628 in 1981 on billings of \$3,263,600. In 1980, it had estimated gross income of \$215,000 on estimated billings of \$1,433,300. Volume in 1981 consisted of \$1,222,750 in media, \$278,535 in materials and

services and \$1,762,315 in capitalized fees. No volume breakout was provided for 1980. Accounts gained: *Tradin Times* natl. newspaper shopper, Hix Green Buick, Northwest Hilton Hotel of Atlanta, Digby Opticians, Gwinnett County Bank of Atlanta, Life of the South Insurance Co. Lost: Peachtree City Development Corp., Wachovia Mortgage Co, Atlanta division. Billings breakdown: Newspapers 10%, magazines 15%, radio 35%, spot tv 25%, outdoor 5%, point of sale 5%, direct mail 5%. Top exec: William B. Allen, president. Phone: (404) 952-2393.

**May/Partners**, Seattle, had estimated gross income of \$525,000 in 1981 on billings of \$3,500,000. In 1980, it had estimated gross income of \$560,000 on billings of \$3,750,000. No volume breakout was provided. Accounts gained: Jonathan Edwards Keepsake Diamonds, Genesis Software Corp., American Diabetes Assn. Billings breakdown: Newspapers 20%, magazines 10%, radio 30%, spot tv 30%, transit 5%, point of sale 2%, direct mail 2%, other 1%. Employees: 13 in one office. Top execs: D. Ryan Hixenbaugh, Edmund F. Joella, William C. Gohde. Phone: (206) 624-7870.

**McCartney-Gray of Dallas**, Dallas, reported gross income of \$165,000 in 1981 on billings of \$1,100,000. It did not report for 1980. Volume in 1981 consisted of \$181,400 in media, \$385,000 in materials and services and \$533,600 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 15%, radio 25%, spot tv 25%, outdoor 10%, business papers 10%, direct mail 5%. Employees: Six in one office. Top execs: W.J. McCartney, president; F.A. McCartney, exec vp; C. Barrack and P. Campbell, vps. Phone: (214) 369-4056.

**McCurdy Inc.**, New Haven, Conn., had gross income of \$114,500 and net income of \$34,500 in 1981 on billings of \$1,232,000. In 1980, it reported gross income of \$82,500 and net income of \$21,000 on billings of \$750,000. Volume in 1981 consisted of \$590,000 in media, \$75,000 in materials and services and \$567,000 in capitalized fees. In 1980, volume consisted of \$300,000 in media, \$50,000 in materials and services and \$400,000 in capitalized fees. Accounts gained: TM Byxbee Co., Kensington Management Consultants, West Haven A's, Inline Plastics. Lost: Garrity Industries. Billings breakdown: Newspapers 15%, magazines 60%, radio 5%, spot tv 10%, outdoor 5%, direct mail 5%. Employees: Four. Top exec: John McCurdy, president. Phone: (203) 776-0851.

**The McFarland Group**, Elm Grove, Wis., reported gross income of \$442,200 in 1981 on billings of \$3,892,350. In 1980, it reported gross income of \$341,790 on billings of \$2,557,000. Volume in 1981 consisted of \$1,925,000 in media, \$600,000 in materials and services and \$1,367,350 in capitalized fees. In 1980, volume consisted of \$1,440,000 in media, \$450,000 in materials and services and \$667,000 in capitalized fees. Accounts gained: Altenmunster Beer, Quality Inns (Midwest locations), Roadstar Inns (Midwest locations), Global Trading, Motorplate division of Pressure Lube, White Knight division, Maxum Paint. Lost: Marathon Electric, Chevalier Importers. Billings breakdown: Newspapers 15%, magazines 15%, radio 15%, spot tv 5%, cable tv 5%, farm publications 30%, direct mail 10%, other 5%. Employees: Eight in one office. Top execs: Mike McFarland, president; Jim Stearns, controller. Phone: (414) 786-5891.

**McLaughlin, DelVecchio &**

**Casey, New Haven, Conn.**, reported gross income of \$500,000, including an estimated \$7,500 in non-U.S. income, in 1981 on billings of \$3,550,000. In 1980, it reported gross income of \$455,000, including an estimated \$4,500 from overseas, on billings of \$3,250,000. U.S. volume was not broken down. Foreign billings contribution, all in media, were \$50,000 in 1981 and \$30,000 in 1982. Accounts gained: Waring, Olin Ski Co., Servomation Corp. Lost: Bilco Corp. Billings breakdown: Newspapers 25%, magazines 60%, radio 5%, spot tv 10%. Employees: 10 in one office. Top execs: Pasquale DelVecchio, David B. Casey, vps. Phone: (203) 624-4151.

**Mealer & Emerson**, Costa Mesa, Cal., reported gross income of \$400,000 in 1981 on billings of \$2,700,000. In 1980, it reported gross income of \$350,000 on billings of \$2,325,000. Volume was not broken down. Billings breakdown: Newspapers 5%, business papers 60%, direct mail 5%, other (collateral) 30%. Employees: 12 in one office. Top execs: Jack Mealer, president; James Emerson, vp. Phone: (714) 957-1314.

**Media Selection Corp.**, Goleta, Cal., had estimated gross income of \$76,000 in 1981 on billings of \$510,170. It did not report figures for 1980. Volume in 1981 consisted of \$150,000 in media, \$20,000 in materials and services and \$340,170 in capitalized fees. Financial results do not include those of subsidiaries, MSC Lists, MSC Marketing, MSC Publishing. Accounts gained: *Islands* magazine, Publishers Aide, *High Rise Living*, *Me* newsletter. Billings breakdown: Magazines 50%, direct mail 50%. Employees: Four in one office. Phone: (805) 968-0434.

**Meldrum & Campbell Advertising**, Cleveland, reported gross income of \$475,000 in 1981 on billings of \$3,167,100. In 1980, it reported gross income of \$454,425 on billings of \$3,029,914. Volume in 1981 consisted of \$1,700,000 in media, \$600,000 in materials and services and \$867,100 in capitalized fees. In 1980, volume consisted of \$1,605,000 in media, \$596,500 in materials and services and \$828,414 in capitalized fees. Accounts gained: Oldsmobile Dealers Assn. and Coca-Cola Bottling Co. in Cleveland, Kidde Automated Systems, Maaco Auto Painting and Bodyworks (regional). Lost: None. Billings breakdown: Newspapers 15%, magazines 30%, radio 15%, spot tv 35%, business papers 5%. Employees: Nine in one office. Top execs: Donald A. Campbell, president; Andrew B. Meldrum, chairman. Phone: (216) 696-3456.

**Menaker & Wright**, Chicago, had estimated gross income of \$986,426 in 1981 on billings of \$6,576,170. In 1980, it had estimated gross income of \$647,025 on billings of \$4,313,500. Volume in 1981 consisted of \$2,910,000 in media, \$265,000 in materials and services and \$3,401,170 in capitalized fees. In 1980, volume consisted of \$1,150,000 in media, \$162,000 in materials and services and \$3,001,500 in capitalized fees. Accounts gained: Pepe's Tacos, Rollins Burdick Hunter Inc., MAE (Modern American Enterprises, INA). Lost: Medicus Systems, G.D. Searle, Tombstone Pizza. Billings breakdown: Newspapers 17%, magazines 18%, supplements 10%, radio 20%, spot tv 30%, outdoor 2%, business papers 3%. Employees: 12 in one office. Top execs: Warren M. Menaker and Kenneth T. Wright, principals; William W. Paul, creative director. Phone: (312) 266-1177.

**Merrill, McEnroe, Fox & Associates**, Chicago, had estimated gross income of \$60,000 in 1981 on

billings of \$400,000. In 1980, it reported gross income of \$45,700 on billings of \$305,000. Volume in 1981 consisted of \$158,000 in media, \$124,000 in materials and services and \$48,000 in capitalized fees. In 1980, volume consisted of \$167,000 in media, \$96,000 in materials and services and \$42,000 in capitalized fees. Accounts gained: Everlock Charlotte, Prestole Everlock in Toledo. Lost: Arrow Pneumatics, Mundelein, II. Billings breakdown: Newspapers 1%, magazines 1%, business papers 42%, farm publications 1%, other (collateral) 55%. Employees: Five in one office. Top execs: William Fox Jr., president-ceo. Phone: (312) 346-4161.

**The Michener Co.**, Valley Forge, Pa., had gross income of \$861,187 in 1981 on billings of \$5,245,125. In 1980, it reported gross income of \$803,631 on billings of \$4,940,229. Volume in 1981 consisted of \$2,098,611 in media, \$773,561 in materials and services and \$2,372,953 in capitalized fees. In 1980, volume consisted of \$1,883,885 in media, \$700,354 in materials and services and \$2,355,990 in capitalized fees. Accounts gained: Gourmaid Foods, Norwood Industries and Wilmington Chemical Corp. Billings breakdown: Newspapers 10%, magazines 5%, supplements 2%, radio 5%, outdoor 2%, business papers 70%, direct mail 6%. Top execs: Walter W. Michener, president; Kenneth T. Ulsch, exec vp. Employees: 24. Phone: (215) 964-0500.

**Miller, Addison, Steele**, New York, reported gross income of \$463,000, including \$13,000 in non-U.S. income, in 1981 on billings of \$3,077,200. It did not report for 1980. U.S. volume in 1981 consisted of \$1,500,000 in media, \$500,000 in materials and services and \$990,500 in capitalized fees. Overseas volume of \$86,700 consisted of \$10,000 in media, \$10,000 in materials and services and \$66,700 in fees. Accounts gained: Lakeshore Associates of Winter Haven, Fla., Palmas del Mar of Puerto Rico, Leisure Group of Austin, Tex., Mountain Resorts of Steamboat Springs, Colo., Gallery 68 of Toronto. Billings breakdown: Newspapers 25%, magazines 10%, supplements 5%, radio 2%, spot tv 3%, outdoor 5%, business papers 10%, direct mail 15%, other 25%. Employees: 12 in one office. Top execs: Kenneth Miller, president; George Gottridge, vp-creative director; Asa Lagerstrom, vp-finance. Phone: (212) 759-1060.

**Harold Miller Marketeer**, Miami, had estimated gross income of \$485,000 in 1981 on billings of \$3,073,840. In 1980, it had estimated gross income of \$460,000 on billings of \$2,879,759. Volume in 1981 consisted of \$405,800 in media, \$920,500 in materials and services and \$1,747,540 in capitalized fees. In 1980, volume consisted of \$368,051 in media, \$884,228 in materials and services and \$1,627,480 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 5%, supplements 10%, outdoor 5%, direct mail 5%, other 65%. Employees: One. Phone: (305) 944-8442.

**Mills Advertising**, Los Angeles, reported gross income of \$125,000 in 1981 on billings of \$1,453,500. In 1980, it reported gross income of \$100,000 on billings of \$1,223,450. Volume in 1981 consisted of \$1,000,000 in media, \$120,000 in materials and services and \$333,500 in capitalized fees. In 1980, volume consisted of \$900,000 in media, \$90,000 in materials and services and \$233,450 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 25%, supplements 5%, spot tv 55%, business papers 5%. Employees: Four in one office. Phone: (213) 827-9800.

**Mills Communications**, Chi-

cago, reported gross income of \$258,000 in 1981 on billings of \$2,542,000. In 1980, it reported gross income of \$241,000 on billings of \$2,370,300. Volume in 1981 consisted of \$1,500,000 in media, \$375,000 in materials and services and \$667,000 in capitalized fees. In 1980, volume consisted of \$1,500,000 in media, \$210,000 in materials and services and \$660,300 in capitalized fees. Accounts gained: Insured Credit Services, Loyola University Medical Center (nurse recruitment), Lake Forest Sports cars. Lost: Hey Wires Singing Telegrams (resigned). Billings breakdown: Newspapers 24%, magazines 15%, supplements 3%, radio 10%, spot tv 15%, outdoor 10%, point of sale 3%, direct mail 18%, other 2%. Employees: Eight in one office. Top execs: Robert W. Mills, president; Robert J. Valaitis, vp-account service; Mary Mills, media director; William Bowman, creative director. Phone: (312) 527-9060.

**Howard E. Mitchell Jr. Advertising**, Findlay, O., reported gross income of \$401,642 in 1981 on billings of \$4,274,513. In 1980, it had estimated gross income of \$280,856 on billings of \$2,989,036. Volume in 1981 consisted of \$550,555 in media, \$1,260,781 in materials and services and \$2,463,177 in capitalized fees. Accounts gained: Kramer Enterprises, Kuss Corp., Findlay Health & Racquet Club, Brookside Farms Laboratory, Hoge Lumber Co. farm building divisions. Lost: Diamond S&L, Hancor Inc. Billings breakdown: Newspapers 10%, radio 3%, spot tv 1%, outdoor 8%, business papers 19%, farm publications 35%, other 24%. Employees: 10 in one office. Top execs: Howard E. Mitchell Jr., president; Eleanor S. Mitchell, chairman. Phone: (419) 423-0252.

**Harold M. Mitchell Inc.**, New York, had gross income of \$198,378 and net income of \$5,000 in 1981 on billings of \$1,415,325. In 1980, it reported gross income of \$240,412 and net income of \$4,258 on billings of \$1,648,232. Volume in 1981 consisted of \$751,350 in media, \$239,309 in materials and services and \$424,666 in capitalized fees. In 1980, volume consisted of \$936,489 in media, \$265,800 in materials and services and \$445,943 in capitalized fees. Accounts gained: Botany 500, Byford. Lost: Daks, Sero. Billings breakdown: Newspapers 12%, magazines 65%, business papers 22%, other 1%. Employees: Three in one office. Top exec: Harold M. Mitchell, president. Phone: (212) 679-4627.

**Mohawk Advertising**, Mason City, Ia., had estimated gross income of \$400,000 in 1981 on billings of \$2,695,179. In 1980, it had estimated gross income of \$310,000 on billings of \$2,075,097. Volume in 1981 consisted of \$923,695 in media, \$344,691 in materials and services and \$1,426,793 in capitalized fees. In 1980, volume consisted of \$757,526 in media, \$177,374 in materials and services and \$1,140,197 in capitalized fees. Accounts gained: Larson Mfg., Farmright-LBI on farm equipment, Northwestern States Portland Cement, United Way of Cerro Gordo County. Lost: Enderes Tool Co., Farmers Butter and Dairy Co-op (resigned). Billings breakdown: Newspapers 8%, magazines 39%, radio 27%, spot tv 18%, outdoor 5%, other (Yellow Pages) 3%. Employees: Nine in one office. Top exec: James Clark, president. Phone: (515) 423-1354.

**John L. Moorhead Advertising/Public Relations**, Durham, N.C., had estimated gross income of \$40,000 in 1981 on billings of \$294,732. In 1980, it reported gross income of \$86,000 on billings of \$576,889. Volume in 1981 consisted of \$69,248 in media, \$23,345 in ma-



materials and services and \$202,139 in capitalized fees. In 1980, volume consisted of \$226,575 in media, \$72,175 in materials and services and \$278,139 in capitalized fees. Accounts gained: Clayton Durand Mfg. Co. Lost: Speed Tune, Windmill Restaurant. Employees: Two in one office. Phone: (919) 688-6137.

**Mullen Advertising**, Beverly Farms, Mass., had estimated gross income of \$825,000 in 1981 on media billings of \$5,500,000. In 1980, it had estimated gross income of \$675,000 on billings of \$4,500,000, also entirely from media. Accounts gained: Teledyne Acoustic Research, VST Corp, Supercat, Inc. Ericson Yachts. Lost: Bangor Punta Marine, T. Gregorian. Billings breakdown: Newspapers 7%, magazines 83%, radio 10%. Top exec: James L. Mullen, president. Employees: 16. Phone: (617) 927-7222.

**Mullen Advertising & Public Relations**, Phoenix, had estimated gross income of \$675,000 in 1981 on billings of \$4,500,000. In 1980, it had estimated gross income of \$600,000 on billings of \$4,000,000. Accounts gained: Camel Bank, Costain Arizona Inc., Gila Springs, Maya Condominiums, Oliver/Pilcher Insurance, National Bullion & Coin Inc., United Cable Television. Billings breakdown: Newspapers 25%, magazines 20%, radio 20%, spot tv 20%, outdoor 5%, business papers 7%, point of sale 1%, direct mail 2%. Employees: 15 in one office. Top exec: Carter K. Mullen, president. Phone: (602) 256-6122.

**Multimedia Advertising**, Chattanooga, Tenn., had gross income of \$180,000 in 1981 on billings of \$1,131,421. In 1980, it reported gross income of \$160,914 on billings of \$1,058,650. Volume in 1981 consisted of \$500,500 in media, \$522,200 in materials and services and \$108,721 in capitalized fees. In 1980, volume consisted of \$453,600 in media, \$505,000 in materials and services and \$100,050 in capitalized fees. Accounts gained: Gilman Paint Co., Brock Candy Co., Cobble division of Spencer Wright Industries, Atlas Top Flight Paper Co., Synair. Billings breakdown: Newspapers 5%, magazines 20%, radio 15%, spot tv 40%, outdoor 5%, other 15%. Employees: Six. Top exec: David Walley Jr., president. Phone: (615) 624-4614.

**Myers & Associates**, Stuart, Fla., had gross income of \$768,870 in 1981 on billings of \$5,004,620. In 1980, it reported gross income of \$461,463 on billings of \$3,304,378. Volume in 1981 consisted of \$2,272,887 in media, \$427,635 in materials and services and \$2,304,098 in capitalized fees. In 1980, volume consisted of \$843,191 in media, \$475,708 in materials and services and \$1,985,479 in capitalized fees. Accounts gained: Spencer Boat Co., Morrell Builders, Management Improvement Corp. of America. Billings breakdown: Newspapers 40%, magazines 20%, radio 10%, spot tv 20%, outdoor 4%, business papers 4%, direct mail 2%. Employees: 16 in one office. Top exec: Kip Myers, president. Phone: (305) 287-1990.

**Henry Nachman Associates**, New York, had gross income of \$124,000 in 1981 on billings of \$869,000. In 1980, it reported gross income of \$119,000 on billings of \$832,000. Volume in 1981 consisted of \$705,000 in media and \$164,000 in materials and services. In 1980, volume consisted of \$692,000 in media and \$140,000 in materials and services. Account gained: National Development Council. Lost: Redifam Office Products. Billings breakdown: Newspapers 10%, magazines 15%, radio 30%, spot tv 15%, outdoor 25%, other 5%. Employees: Five in one office. Phone: (212)

532-5568.

**Nader & Associates**, Chicago, reported gross income of \$780,232 in 1981 on billings of \$6,226,273. In 1980, it reported gross income of \$716,024 on billings of \$5,626,778. Volume in 1981 consisted of \$1,198,451 in media, \$943,082 in materials and services and \$4,084,740 in capitalized fees. In 1980, volume consisted of \$1,949,433 in media, \$973,041 in materials and services and \$2,704,304 in capitalized fees. Accounts gained: Bank Administration Institute, Rand McNally & Co. Lost: Stern Electronics. Billings breakdown: Newspapers 18%, magazines 17%, radio 21%, network tv 35%, outdoor 2%, business papers 5%, transit 2%. Employees: 25 in one office. Top execs: Albert J. Nader, president; Richard G. Stevens, senior vp-media director; William R. Carey, vp-creative director; Michael Varjabedian, vp-finance & administration. Phone: (312) 943-9833.

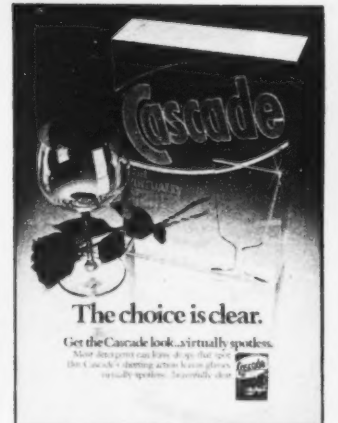
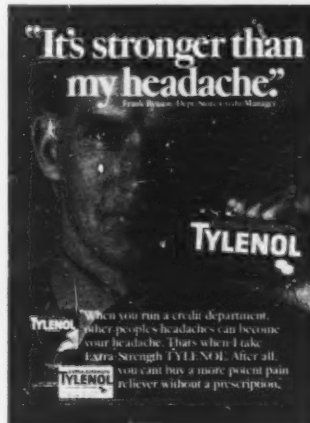
**Naftzger & Kuhe**, Farmington, Conn., had gross income of \$609,064 in 1981 on billings of \$4,095,000. In 1980, it reported gross income of \$459,650 on billings of \$3,161,150. Volume in 1981 consisted of \$1,600,000 in media, \$474,000 in materials and services and \$2,021,000 in capitalized fees. In 1980, volume consisted of \$885,000 in media, \$642,000 in materials and services and \$1,634,150 in capitalized fees. Accounts gained: Control Process, Chucky's Country Store. Billings breakdown: Newspapers 15%, magazines 30%, radio 10%, spot tv 8%, outdoor 2%, business papers 35%. Employees: 16 in one office. Top execs: John W. Naftzger, president; H. James Kuhe, exec vp. Phone: (203) 677-7900.

**Nissen Advertising**, Lakeland, Fla., reported gross income of \$460,000 in 1981 on billings of \$5,094,800. In 1980, it reported gross income of \$415,000 on billings of \$4,460,700. Volume in 1981 consisted of \$3,300,000 in media, \$140,000 in materials and services and \$1,600,800 in capitalized fees. In 1980, volume consisted of \$2,850,000 in media, \$160,000 in materials and services and \$1,400,700 in capitalized fees. The agency had overseas volume of \$54,000 in 1981 and \$50,000 in 1980 from its joint venture, Marcom/Nissen Intl., with The Marcom Group in the United Kingdom. Accounts gained: Grenelefe Golf and Tennis Resort, H&R Block (Central Florida franchises), Zephyrhills Bottled Water, Ruthersford Jewelers, Wedgewood Golf and Country Club, City of Lakeland, Modern Air Conditioning. Lost: None. Billings breakdown: Newspapers 20%, magazines 10%, radio 16%, spot tv 35%, cable tv 1%, outdoor 3%, business papers 10%, transit 1%, point of sale 2%, direct mail 2%. Employees: 14 in two offices. Top execs: Nis Nissen, president; Jay Riddle, exec vp; Glen Thompson, senior vp, finance. Phone: (813) 688-7078.

**O'Neil, Jalbert & Gould**, Manchester, N.H., had gross income of \$426,000 and net income of \$60,000 in 1981 on billings of \$2,841,420. In 1980, it reported gross income of \$318,000 and net income of \$20,000 on billings of \$2,121,060. Volume in 1981 consisted of \$1,250,000 in media and \$1,591,420 in capitalized fees. In 1980, volume consisted of \$1,250,000 in media and \$871,060 in capitalized fees. Account gained: New Hampshire Sweepstakes Commission. Billings breakdown: Newspapers 30%, magazines 10%, radio 20%, business papers 10%, transit advertising 2%, point of sale 18%, direct mail 10%. Employees: Nine. Top exec: Gary O'Neil, president; Paul Jalbert and Rebecca Gould, vps. Phone: (603) 625-5713.

## Compton Advertising

Exciting advertising is advertising that arouses interest, stirs up emotion, moves people to action and makes products into leading brands.



**Outdoor Products Marketing**, Northfield, Ill., reported gross income of \$743,065 in 1981 on billings of \$6,958,040. In 1980, it reported gross income of \$306,500 on billings of \$4,076,020. Volume in 1981 consisted of \$2,570,000 in media, \$1,640,000 in materials and services and \$2,748,040 in capitalized fees. In 1980, volume consisted of \$1,850,000 in media, \$852,000 in materials and services and \$1,374,020 in capitalized fees. Accounts gained: First Action medical emergency cards, Anschutz rifles, Talo Distributors, Thompson fly tying equipment. Lost: None. Billings breakdown: Magazines 62%, radio 5%, spot tv 7%, point of sale 26%. Employees: 11 in two offices. Top exec: Charles E. Brown, president. Phone: (312) 441-5133.

**Pace Advertising & Public Relations**, Woodbridge, Conn., reported gross income of \$303,173 and net income of \$55,845 in 1981 on billings of \$1,515,100. In 1980, it reported gross income of \$291,512 and net income of \$54,750 on billings of \$1,475,416. Volume in 1981 consisted of \$147,982 in media, \$429,723 in materials and services and \$937,395 in capitalized fees. In 1980, volume consisted of \$143,672 in media, \$417,207 in materials and services and \$914,537 in capitalized fees. Accounts gained: B.B.C. Real Estate, Central Connecticut Board of Realtors, Chandler Development of Needham Heights in Massachusetts, Country Club Village, Goodcopy, Corbett Press, Hillside Village, Kosinski Associates, Old Farms Condominiums, Self-Reliance Products, Teamsters Union—Local 443, T.K. Developers, Yale New Haven Hospital. Lost: The Mathog Group, Katherine Gibbs School in New York City. Billings breakdown: Newspapers 49%, magazines 5%, radio 35%, spot tv 1%, outdoor 4%, direct mail 2%, other 4%. Employees: Nine in one office. Top exec: Richard S. Eaton, president. Phone: (203) 397-4974.

**Parsons, Friedmann & Central**, Boston, had gross income of \$292,464 in 1981 on billings of \$2,322,322. In 1980, it reported gross income of \$269,170 on billings of \$2,155,429. Volume in 1981 consisted of \$507,771 in media, \$305,170 in materials and services and \$1,509,381 in capitalized fees. In 1980, volume consisted of \$512,180 in media, \$183,233 in materials and services and \$1,460,016 in capitalized fees. Accounts gained: Dyno Fuel, Wildcat Townhouse Resort, Samoset Timeshare Estates, Tripar Fuel. Lost: Yield House. Billings breakdown: Newspapers 10%, magazines 10%, radio 4%, spot tv 4%, outdoor 1%, business papers 68%, point of sale 1%, direct mail 2%. Employees: 10 in two offices. Top exec: Robert Friedmann, president. Phone: (617) 266-4310.

**Gerald Patlis Advertising**, New York, had gross income of \$293,832 in 1981 on billings of \$1,958,880. In 1980, its estimated gross income was \$258,000 on billings of \$1,720,160. Volume in 1981 consisted of \$1,450,000 in media, \$82,000 in materials and services and \$426,880 in capitalized fees. In 1980, volume consisted of \$1,300,000 in media, \$100,000 in materials and services and \$320,160 in capitalized fees. Accounts gained: Katharine Gibbs Secretarial School, American Digestive Disease Society. Lost: Cirex, Gem Sports, Dr. Knoll. Billings breakdown: Newspapers 10%, magazines 50%, supplements 10%, radio 5%, spot tv 5%, direct mail 20%. Employees: 10 in one office. Top exec: Gerald Patlis, president. Phone: (212) 759-6400.

**Patterson Advertising Agency**, Topeka, Kan., reported gross income of \$657,380 in 1981 on billings of \$4,384,700. In 1980, it reported gross income of \$521,255 on billings of \$3,476,100. Volume in 1981 consisted of \$1,719,600 in media, \$260,600 in materials and services and \$2,404,500 in capital-

ized fees. In 1980, volume consisted of \$1,368,500 in media, \$210,000 in materials and services and \$1,897,600 in capitalized fees. Accounts gained: Kansas Bankers Assn., M-C Industries, Kansas Farm Bureau Members Services, IPCO Dental Lab Group. Lost: None. Billings breakdown: Newspapers 20%, magazines 10%, radio 20%, spot tv 45%, outdoor 1.5%, business papers 2%, farm publications 1%, other 0.5%. Employees: 20 in one office. Top execs: Duane T. Patterson, chairman-president; Donald M. Shurtz, exec vp. Phone: (913) 266-3636.

**Maurice Paulsen Advertising**, Sioux Falls, S.D., reported gross income of \$196,182 in 1981 on billings of \$1,270,588. In 1980, it reported gross income of \$172,790 on billings of \$1,092,731. Volume in 1981 consisted of \$1,072,820 in media, \$145,742 in materials and services and \$52,026 in capitalized fees. In 1980, volume consisted of \$920,062 in media, \$120,643 in materials and services and \$52,026 in capitalized fees. Accounts gained: The Austad Co. Lost: S.D. Industrial Expansion Agency. Billings breakdown: Newspapers 14%, magazines 40%, supplements 1%, radio 9%, spot tv 20%, outdoor 1%, business papers 5%, farm publications 10%. Employees: Six in one office. Top exec: Maurice Paulsen, president. Phone: (605) 336-1745.

**Bernard K. Paulus Associates**, Cincinnati, had gross income of \$220,000 in 1981 on billings of \$1,600,000. In 1980, it reported gross income of \$85,000 on billings of \$700,000. Billings breakdown: Newspapers 5%, magazines 10%, radio 10%, spot tv 65%, outdoor 1%, transit 1%, point of sale 3%, other 5%. Employees: Three. Phone: (513) 621-4030.

**The Perrett Co.**, Pasadena, Cal., had gross income of \$549,000 in 1981 on billings of \$3,378,000. In 1980, it reported gross income of



## Gross income under \$1,000,000

\$485,000 on billings of \$2,987,000. Volume in 1981 consisted of \$460,000 in media, \$428,000 in materials and services and \$2,490,000 in capitalized fees. In 1980, volume consisted of \$414,000 in media, \$369,000 in materials and services and \$2,204,000 in capitalized fees. Billings breakdown: Newspapers 33%, magazines 10%, radio 5%, spot tv 5%, point of sale 3%, direct mail 12%, other 32%. Employees: 10. Phone: (213) 449-6763.

**Perspectus Agency**, New York, had estimated gross income of \$211,583 in 1981, including \$33,750 in estimated foreign income, on billings of \$1,410,554, \$225,000 of which came from overseas business. In 1980, it had estimated gross income of \$166,920, including \$26,250 in estimated income from overseas, on billings of \$1,112,800, \$175,000 of which came from overseas. Volume in 1981 consisted of \$540,000 in media, \$204,000 in materials and services and \$441,554 in capitalized fees, all in the U.S., plus \$193,000 in media and \$32,000 in materials and services overseas. In 1980, volume consisted of \$491,000 in media, \$180,000 in materials and services and \$266,800 in capitalized fees, all in the U.S., and \$140,000 in media and \$35,000 in materials and services overseas. Its subsidiaries, Perspectus Productions, are in Brielle, N.J., and Sea Pines, Hilton Head, S.C. Accounts gained: Post Marine Yachts, Beneteau Yachts in U.S. and France, Sea Watch, Peugeot, Atlantic City Catboat, Executive Fitness Center, General Glass, Allied Corp. home furnishings fibers. Lost: General Telephonics, Bankers National Life Insurance. Billings breakdown: Magazines 75%, supplements 15%, point of sale 5%, direct mail 5%. Top exec: Donald P. Rinaldi, president. Employees: 15 in three offices. Phone: (212) 832-1166.

**Peterson-Morris**, St. Paul, Minn., reported gross income of \$525,000 in 1981 on billings of \$3,500,000. In 1980, it reported gross income of \$450,000 on billings of \$3,000,000. No volume breakout was provided. Accounts gained: VanDale Inc. agricultural equipment, Farmers Corn Products Inc., Federal Intermediate Credit Bank of St. Paul, 3M "Ryan" Stormscope weather mapping system, Columbus, O. Lost: None. Top exec: Jack Morris, president. Phone: (612) 645-0581.

**Phelps Advertising & Marketing**, Kansas City, Kan., reported gross income of \$99,300 and net income of \$5,900 in 1981 on billings of \$635,130. In 1980, it reported gross income of \$87,400 and net income of \$4,600 on billings of \$534,280. Volume in 1981 consisted of \$255,000 in media, \$120,000 in materials and services and \$260,130 in capitalized fees. In 1980, volume consisted of \$240,000 in media, \$105,000 in materials and services and \$189,280 in capitalized fees. Accounts gained: 4 The Moment, Kross Office Outfitters, KC Konvention Services. Billings breakdown: Newspapers 25%, magazines 10%, supplements 5%, radio 15%, outdoor 10%, business papers 5%, point of sale 5%, direct mail 15%, other 10%. Employees: Four in one office. Top exec: Jon Phelps, president. Phone: (913) 281-0222.

**Pool/Sarraille Advertising**, Beverly Hills, Cal., had estimated gross income of \$900,000 in 1981 on billings of \$6,000,000. In 1980, it reported gross income of \$450,000 on billings of \$3,000,000. Billings breakdown: Print 65%, broadcast 35%. Employees: 15 in three offices. Phone: (213) 659-9753.

**Bernard Popick Associates**, Atlantic City, N.J., had gross in-

come of \$159,935 in 1981 on billings of \$1,066,767. In 1980, it reported gross income of \$241,000 on billings of \$1,607,470. Volume in 1981 consisted of \$214,501 in materials and services and \$852,266 in capitalized fees. In 1980, volume consisted of \$101,300 in media, \$62,082 in materials and services and \$1,440,088 in capitalized fees. Accounts gained: Shrewsbury (N.J.) State Bank, Neshaminy Constructors Inc., Feasterville, Pa., and Canuso Foundation, Berlin, N.J. Billings breakdown: Newspapers 8%, magazines 3%, radio 5%, outdoor 1%, business papers 5%, transit 1%, direct mail 6%, other 71%. Employees: Six in two offices. Top exec: Bernard Popick, president. Phone: (609) 348-2600.

**J.W. Prendergast & Associates**, New York, had estimated gross income of \$475,000 in 1981 on billings of \$3,165,000. In 1980, it had estimated gross income of \$420,000 on billings of \$2,807,000. Volume in 1981 consisted of \$725,000 in media, \$940,000 in materials and services and \$1,500,000 in capitalized fees. In 1980, volume consisted of \$749,000 in media, \$814,000 in materials and services and \$1,244,000 in capitalized fees. Accounts gained: National Retail Merchants Assn., Bankers Trust Co., Xerox Corp., Bull & Bear Group, Good Ideas, Yes Magazine. Billings breakdown: Magazines 5%, newspaper inserts 10%, direct mail 85%. Employees: 10 in one office. Top exec: James Prendergast, president. Phone: (212) 697-2720.

**Preston Advertising**, St. Petersburg, Fla., had estimated gross income of \$300,000 in 1981 on billings of \$2,000,000. In 1980, it had estimated gross income of \$150,000 on billings of \$1,000,000. Volume in 1981 consisted of \$1,200,000 in media, \$700,000 in materials and services and \$100,000 in capitalized fees. In 1980, volume consisted of \$565,000 in media, \$195,000 in materials and services and \$240,000 in capitalized fees. Accounts gained: Sheppard Dental Centers, J.C. Penney, Ed Stewart Shoes, U.S. Bank, Pick Kwik Food Stores. Lost: Stottlamyer & Shoemaker. Billings breakdown: Newspapers 35%, magazines 5%, radio 30%, spot tv 14%, outdoor 12%, business papers 2%, point of sale 1%, direct mail 1%. Employees: 11 in one office. Phone: (813) 381-4026.

**QML Communications**, Needham, Mass., had gross income of \$570,000 in 1981 on billings of \$3,405,000. In 1980, it reported gross income of \$390,000 on billings of \$2,431,200. Volume in 1981 consisted of \$70,000 in media and \$3,335,000 in capitalized fees. In 1980, volume consisted of \$30,000 in media and \$2,401,200 in capitalized fees. Billings breakdown: Magazines 10%, point of sale 5%, direct mail 4%, other 81%. Employees: 12 in two offices. Phone: (617) 444-7033.

**R.S.M. & K.**, New York, had gross income of \$819,010 in 1981 on billings of \$5,745,000. In 1980, it reported gross income of \$741,000 on billings of \$5,324,000. Volume in 1981 consisted of \$1,985,000 in media, \$539,000 in materials and services and \$3,221,000 in capitalized fees. In 1980, volume consisted of \$1,830,000 in media, \$486,000 in materials and services and \$3,008,000 in capitalized fees. Accounts gained: Harris Corp., Finkel Outdoor Products. Billings breakdown: Newspapers 6%, magazines 36%, radio 7%, spot tv 12%, business papers 37%, point of sale 1%, direct mail 1%. Employees: 14. Top execs: Leon Katz, chairman; Mel Mohr, president. Phone: (212) 759-7070.

**Rathke Blair Kerns & Frosi**,

Rockford, Ill., reported gross income of \$419,174 in 1981 on billings of \$4,001,052. In 1980, it reported gross income of \$297,178 on billings of \$2,938,198. Volume in 1981 consisted of \$861,305 in media, \$343,856 in materials and services and \$2,795,891 in capitalized fees. In 1980, volume consisted of \$703,665 in media, \$252,356 in materials and services and \$1,982,177 in capitalized fees. Accounts gained: Alpro Inc., Caron Intl. (projects), GC Electronics, Gallery of Homes (Yellow Pages-Atlanta), Walter Norris Corp., Belvedere Co., Clock Tower Inn. Lost: Water Works, Clausen Machine Tools. Billings breakdown: Newspapers 10%, radio 10%, spot tv 20%, outdoor 5%, business papers 20%, farm publications 5%, direct mail 5%, other (packaging/collateral) 25%. Employees: 15 in one office. Top execs: Roger H. Rathke, president; Jack Frost, exec vp; Brian Blair, Webb Kerns, vps. Phone: (815) 226-9130.

**Edward Ratner Advertising**, Greenbrae, Cal., had estimated gross income of \$150,000 in 1981 on billings of \$1,000,000. No figures were reported for 1980. Volume in 1981 consisted of \$800,000 in media and \$200,000 in materials and services. Accounts gained: Tiger Inc., Kwatro Premiums. Lost: None. Billings breakdown: Newspapers 20%, magazines 25%, radio 35%, spot tv 10%, business papers 10%. Employees: Three in one office. Top exec: Edward Ratner, president. Phone: (415) 461-3510.

**Reeds & Farris Advertising**, Los Angeles, had estimated gross income of \$868,000 in 1981 on billings of \$5,788,830. The agency did not report for 1980. Volume consisted of \$926,000 in media and \$4,862,830 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 30%, radio 5%, business papers 45%, direct mail 10%. Employees: 15 in one office. Phone: (714) 297-3355.

**Reid Advertising & Public Relations**, Newport Beach, Cal., had estimated gross income of \$450,000 in 1981 on billings of \$3,025,000. In 1980, it had estimated gross income of \$425,000 on billings of \$2,850,000. Volume breakout was not provided. Accounts gained: Sunrise Co., Foley Construction Co., Taylor Woodrow Homes California Ltd. Lost: Broadmoor Homes, JIL America. Billings breakdown: Newspapers 40%, magazines 25%, radio 20%, outdoor 10%, direct mail 5%. Employees: Seven in one office. Top exec: John M. Reid, president. Phone: (714) 955-2414.

**Renner/Burns Advertising**, Minneapolis, had estimated gross income of \$270,000 in 1981 on billings of \$1,800,000. In 1980, it had estimated gross income of \$195,000 on billings of \$1,300,000. Volume in both years was all in media. Accounts gained: Loomam Computer Service, Integrated Micro Circuits, Northern States Power (Wisconsin), Tooltech, Aladdin Intl, Lennox, Minnkota Dealers. Lost: Minnesota Protective Life Insurance. Billings breakdown: Newspapers 16%, magazines 45%, radio 2.5%, spot tv 25%, outdoor 2.5%, direct mail 4%, other 5%. Employees: Eight in one office. Top execs: Duane H. Renner, president; Jerome E. Burns, vp. Phone: (612) 831-7725.

**Reynolds-Sullivan Advertising**, Mobile, Ala., had gross income of \$300,000 in 1981 on billings of \$3,000,000. In 1980, it reported gross income of \$250,000 on billings of \$1,950,000. Volume in 1981 consisted of \$1,400,000 in media, \$400,000 in materials and services and \$1,200,000 in capitalized fees. In 1980, volume consisted of \$1,000,000 in media, \$250,000 in materials and services and \$700,000

in capitalized fees. Accounts gained: First National Bank of Atmore, U-J Chevrolet of Mobile, Villa Mercy of Daphne, WKRG-TV of Mobile for special projects. Lost: Richard Kelley Chevrolet. Billings breakdown: Newspapers 20%, magazines 5%, radio 20%, spot tv 25%, outdoor 10%, business papers 15%, point of sale 2%, direct mail 3%. Employees: Nine. Top execs: Richard C. Sullivan, president; Bruce Reynolds, exec vp. Phone: (205) 476-6677.

**Rhea & Kaiser Advertising**, Oak Brook, Ill., had estimated gross income of \$650,000 in 1981 on billings of \$4,375,000. It did not report for 1980 or break out volume. Accounts gained: Intl. Harvester (projects), Monsanto Agricultural Products (projects), TRW-Eagle Controls division, Computetter, Growmark Inc. (feed, seed, petroleum, fertilizer), Nor-Am Agricultural Products. Lost: White Farm Equipment Co. (resigned), White Outdoor Products. Billings breakdown: Radio 10%, business papers 5%, farm publications 65%, direct mail 15%, other 5%. Employees: Eight in one office. Top exec: John V. Kaiser, exec vp-creative director. Phone: (312) 654-3344.

**Riallus Advertising**, Pittsburgh, reported gross income of \$290,000 and net income of \$77,000 in 1981 on billings of \$1,934,300. In 1980, it reported gross income of \$237,000 and net income of \$29,000 on billings of \$1,511,400. Volume in 1981 consisted of \$500,000 in media, \$333,750 in materials and services and \$1,100,550 in capitalized fees. In 1980, volume consisted of \$400,000 in media, \$210,960 in materials and services and \$900,450 in capitalized fees. Employees: Seven in one office. Top execs: C.L. Pennell, president; R.A. Kapp, vp-creative director. Phone: (412) 343-8855.

**Ribnick & Associates**, Houston, had estimated gross income of \$200,000 on billings of \$850,000 for both 1981 and 1980. No volume breakout was provided. Accounts gained: Lebo Inc., Helfman Ford, River Oaks Chrysler, Scott Energy Corp., Hawaii Properties, Texas Bare Boat Charters, Tex-Star Management Co. Top exec: Jerry J. Ribnick, president. Phone: (713) 526-3089.

**Richardson, Thomas & Bushman**, Fort Washington, Pa., reported gross income of \$831,200 in 1981 on billings of \$5,625,550. In 1980, it reported gross income of \$679,438 on billings of \$4,531,198. Volume in 1981 consisted of \$2,028,811 in media, \$821,826 in materials and services and \$2,774,913 in capitalized fees. In 1980, volume consisted of \$1,662,960 in media, \$687,722 in materials and services and \$2,180,516 in capitalized fees. Accounts gained: I.U. Conversion Systems, Nilfisk of America, Betz Entec Inc. Lost: Armetek Inc., Mattheyprint Inc. Billings breakdown: Newspapers 1%, magazines 35%, business papers 2%, direct mail 9%, other 53%. Employees: 18 in one office. Top exec: Charles W. McCann, president. Phone: (215) 643-2220.

**Richmond Advertising/Reinhold Associates**, New York, had gross income of \$466,903 in 1981 on billings of \$4,569,648. In 1980, it reported gross income of \$493,376 on billings of \$4,356,515. Volume in 1981 consisted of \$3,075,428 in media and \$1,494,220 in capitalized fees. In 1980, volume consisted of \$2,643,833 in media and \$1,712,682 in capitalized fees. Billings breakdown: Newspapers 28%, magazines 3%, supplements 1%, radio 22%, spot tv 3%, business papers 32%, transit 11%. Employees: 12 in one office. Top exec: Louis E. Reinhold, president. Phone: (212) 685-

9000.

**Robwood Associates**, Hudson, N.H., reported gross income of \$605,000 in 1981 on billings of \$4,333,250. In 1980, it reported gross income of \$575,000 on billings of \$3,991,500. Volume in 1981 consisted of \$875,000 in media, \$290,000 in materials and services and \$3,168,250 in capitalized fees. In 1980, volume consisted of \$725,000 in media, \$265,000 in materials and services and \$3,001,500 in capitalized fees. Accounts gained: K.J. Quinn Co., Neslab Inc., North American Technologies, Blanchard Industries. Lost: Vermont Research Corp., Green-er Press & Machine Corp. Billings breakdown: Newspapers 15%, magazines 35%, radio 5%, spot tv 5%, business papers 25%, point of sale 10%, direct mail 5%. Employees: 11 in one office. Phone: (603) 882-8115.

**E.H. Rogers & Co.**, Los Angeles, had estimated gross income of \$815,000 in 1981 on billings of \$5,460,000. In 1980, it had estimated gross income of \$780,000 on billings of \$5,200,000. Volume in 1981 consisted of \$5,040,000 in media and \$420,000 in materials and services. In 1980, volume consisted of \$4,800,000 in media and \$400,000 in materials and services. Billings breakdown: Newspapers 5%, magazines 20%, radio 35%, outdoor 15%, business papers 20%, direct mail 5%. Employees: Six in one office. Top exec: E.H. Rogers Jr., president. Phone: (213) 462-0771.

**Roggers, French & Co.**, Irvine, Cal., reported gross income of \$665,332, including \$124,389 in non-U.S. income, in 1981 on billings of \$4,435,550. In 1980, it reported gross income of \$621,991, including \$84,050 in overseas income, on billings of \$3,525,336. U.S. volume in 1981 consisted of \$2,255,600 in media, \$228,300 in materials and services and \$1,122,388 in capitalized fees. In 1980, U.S. volume consisted of \$2,155,354 in media, \$502,646 in materials and services and \$426,880 in capitalized fees. Billings volume abroad in 1981 totaled \$829,262. It consisted of \$325,650 in media, \$50,052 in materials and services and \$453,560 in fees. In 1980, volume abroad totaled \$440,456. It consisted of \$300,350 in media, \$20,046 in materials and services and \$120,060 in fees. Accounts gained: Mohawk Data Sciences, Parise & Sons, Old Mans Airplane Co., Technology Marketing Inc. Lost: Pinseeker Golf, Suzuki Intl. Overseas, the agency picked up the account of Boeing Arnprior division. Billings breakdown: Newspapers 5%, magazines 45%, radio 15%, network tv 5%, spot tv 10%, outdoor 5%, transit 5%, direct mail 10%. Employees: 19 in three offices. Top execs: William C. French, president; David McMichael, Carol Malek, Jane Rogers, vps. Phone: (714) 557-0642.

**Rozier, Sumner & Berry**, Oklahoma City, reported gross income of \$257,794 in 1981 on billings of \$1,625,736. In 1980, it reported gross income of \$309,885 on billings of \$2,071,244. Volume in 1981 consisted of \$1,195,080 in media, \$174,415 in materials and services and \$256,241 in capitalized fees. In 1980, volume consisted of \$1,667,497 in media, \$185,331 in materials and services and \$218,416 in capitalized fees. Accounts gained: Oklahoma S&L Assn., Lanex drilling rig contractor, Beacon Energy, Ancel Earp, McEl-downey & McWilliams business insurance. Lost: KWTW Oklahoma City (CBS), Loves Country Stores. Billings breakdown: Newspapers 14%, magazines 9%, radio 26%, spot tv 48%, outdoor 1%, direct mail 7%. Employees: Eight in one office. Top exec: Peter B. Rozier, president. Phone: (405) 848-8631.



**Rubicom Associates**, Bannockburn, Ill., reported gross income of \$235,820 in 1981 on billings of \$1,561,920. In 1980, it reported gross income of \$173,350 on billings of \$1,162,340. Volume in 1981 consisted of \$546,000 in media, \$375,600 in materials and services and \$640,320 in capitalized fees. In 1980, volume consisted of \$402,000 in media, \$213,400 in materials and services and \$546,940 in capitalized fees. Accounts gained: Manu-Tronics, Teledyne Densco. Billings breakdown: Newspapers 4%, business papers 71%, point of sale 10%, direct mail 15%. Employees: Eight in one office. Top execs: Ronald Rubin, president; Todd B. Vanslyke, exec vp. Phone: (312) 295-7700.

**SEM Communications**, Clayton, Mo., reported gross income of \$109,800 and net income of \$28,800 in 1981 on billings of \$800,000. In 1980, it reported gross income of \$91,500 and net income of \$22,500 on billings of \$666,700. Volume in 1981 consisted of \$600,000 in media, \$120,000 in materials and services and \$80,000 in capitalized fees. In 1980, volume consisted of \$540,000 in media, \$60,000 in materials and services and \$66,700 in capitalized fees. Accounts gained: Spielberg Mfg., Westmoreland Glass, DGD Porcelains, Missouri Coin Jewelry, Gideon-Anderson Wood Products, Weber Construction, Dobbs Tire Centers. Lost: Spaulding Racquetball Clubs, Leonard Berin suits (resigned). Billings breakdown: Newspapers 10%, magazines 5%, radio 30%, spot tv 35%, outdoor 5%, business papers 15%. Employees: Five in one office. Top exec: Steven E. Musen, president. Phone: (314) 725-3100.

**S.M. Sachs & Associates**, New York, had gross income of \$210,000 and net income of \$25,000 in 1981 on billings of \$1,534,000. In 1980, it reported gross income of \$190,000 on billings of \$1,242,000. Volume in 1981 consisted of \$600,000 in media, \$100,000 in materials and services and \$834,000 in capitalized fees. In 1980, volume consisted of \$500,000 in media, \$75,000 in materials and services and \$667,000 in capitalized fees. Accounts gained: Armin Corp. and Globe Extracts Co. Billings breakdown: Newspapers 35%, business papers 60%, point of sale 1%, direct mail 4%. Top execs: Stuart M. Sachs, chairman; Robert Zises, president. Employees: Seven. Phone: (212) 986-2565.

**Sader & Ackerman**, New York, reported gross income of \$203,000 on billings of \$3,054,000 for its first six months of operation following its founding in mid-1981. For the period, its volume consisted of \$950,000 in media, \$750,000 in materials and services and \$1,354,000 in capitalized fees. Accounts gained: Pro! magazine, National Football League Superpro Club, Science '82 (special projects). Lost: None. Billings breakdown: Newspapers 2%, magazines 20%, radio 2%, spot tv 10%, cable tv 10%, direct mail 48%, other 8%. Employees: Seven in one office. Top execs: Archie Sader, president; Herbert Ackerman; Richard Povill, vps. Phone: (212) 370-1800.

**Sampson & Cranor**, New York, had gross income estimated at \$270,000 in 1981 on billings of \$2,250,000. In 1980, it had gross income estimated at \$180,000 on billings of \$1,500,000. Volume in 1981 consisted of \$1,800,000 in media and \$450,000 in materials and services. In 1980, volume consisted of \$1,200,000 in media and \$300,000 in materials and services. Accounts gained: RKO Century Theatres and New American Films. Billings breakdown: Newspapers 65%, magazines 5%, radio 10%, spot tv 10%, outdoor 2%, business papers 3%, point of sale 3%, direct mail 2%. Employees: 14. Phone: (212) 394-

8198.

**Sawyer Advertising**, Gainesville, Ga., reported gross income of \$917,764 in 1981 on billings of \$8,746,788. In 1980, it reported gross income of \$724,933 on billings of \$6,031,559. Volume in 1981 consisted of \$2,866,564 in media, \$872,401 in materials and services and \$5,007,823 in capitalized fees. In 1980, volume consisted of \$1,815,834 in media, \$1,156,530 in materials and services and \$3,059,195 in capitalized fees. Accounts gained: Federal Intermediate Credit Banks of Louisville. Lost: Irvington-Moore/U.S. Forest Products Inc. Billings breakdown: Newspapers 2%, radio 12%, spot tv 18%, outdoor 2%, business papers 31%, farm publications 30%, point of sale 2%, direct mail 3%. Employees: 27 in one office. Top execs: L. Gordon Sawyer, chairman; Franklin C. Compton, president; Richard W. Riley, exec vp. Phone: (404) 532-6285.

**R.C. Schade & Associates**, New Paltz, N.Y., had gross income of \$100,481 in 1981 on billings of \$642,863. In 1980, it reported gross income of \$77,534 on billings of \$488,631. Volume in 1981 consisted of \$313,105 in media, \$81,401 in materials and services and \$248,357 in capitalized fees. In 1980, volume consisted of \$220,154 in media, \$85,072 in materials and services and \$183,405 in capitalized fees. Account gained: Efcu Products. Billings breakdown: Business papers 100%. Employees: Two in one office. Top execs: Ronald C. Schade, president; Barbara Schade, exec-vp. Phone: (914) 255-5840.

**Scharfberg & Associates**, Jenkintown, Pa., had gross income of \$965,000 in 1981 on billings of \$6,450,000. In 1980, it reported gross income of \$850,000 on billings of \$6,175,000. Volume in 1981 consisted of \$5,049,200 in media, \$500,000 in materials and services and \$900,800 in capitalized fees. In 1980, volume consisted of \$4,900,000 in media, \$400,000 in materials and services and \$875,000 in capitalized fees. A subsidiary, Scharfberg & Associates, in Fort Lauderdale, Fla., is included in this summary. Accounts gained: Laver's Resort & Racquet Club, Pipers Glen, Atomic Tire, Artek Development Corp., La Residence and Crystal Place. Lost: Minto Construction and Kaufman & Broad. Billings breakdown: Newspapers 20%, magazines 10%, radio 35%, spot tv 25%, outdoor 3%, business papers 5%, transit 2%. Top execs: Sheldon Scharfberg, president; Richard S. Menapace Jr., exec vp; David Levy, senior vp. Employees: 20 in two offices. Phone: (215) 224-2705.

**Ralph Schiff Inc.**, Newton, Mass., had gross income estimated at \$100,000 in 1981 on billings of \$700,000. In 1980, it reported gross income of \$52,000 on billings of \$350,000. Accounts gained: American Cellophane & Plastic Films' Bag 'n Trash bags, Neptune Intl.'s waterbed-room furniture and Harvard Design's upholstered furniture. Lost: Century Sleep Products' waterbeds. Billings breakdown: Newspapers 10%, magazines 80%, spot tv 10%. Phone: (617) 969-6014.

**Jerome H. Schmelzer & Associates**, Cleveland, reported gross income of \$179,000 and net income of \$61,000 in 1981 on billings of \$1,217,420. In 1980, it reported gross income of \$117,000 and net income of \$48,000 on billings of \$806,260. Volume in 1981 consisted of \$274,000 in media, \$103,000 in materials and services and \$840,420 in capitalized fees. In 1980, volume consisted of \$204,000 in media, \$82,000 in materials and services and \$520,260 in capitalized fees. Accounts gained: Comvac Inc., Superior-Euclid Community Devel-

opment Corp., Cleveland Tux, Jacobson & Co., Laurel Camera, Gary David Designs, Michael Dodge, CMC Corp., Sievers Security Corp., T&F Systems Inc. Lost: Bunce Brothers Inc. Billings breakdown: Newspapers 18%, magazines 16%, radio 20%, spot tv 19%, outdoor 2%, business papers 5%, direct mail 11%, other (collateral) 9%. Employees: Nine in one office. Top execs: Jerome H. Schmelzer, president; Philip S. White Jr., exec-vp. Phone: (216) 696-5550.

**Ken Schmidt Co.**, Milwaukee, which merged with Reichert, Kenney, Scroggins in April, reported gross income of \$899,913 in 1981 on billings of \$5,080,103. In 1980, it reported gross income of \$584,941 on billings of \$3,388,084. Volume in 1981 consisted of \$2,443,814 in media, \$1,412,384 in materials and services and \$1,223,905 in capitalized fees. In 1980, volume consisted of \$1,412,700 in media, \$871,979 in materials and services and \$1,103,405 in capitalized fees. Accounts gained: American Hoechst Corp., Hoelon (wheat and barley), Complesal, Weasler Engineering. Lost: Nitragin Co. Billings breakdown: Newspapers 5%, magazines 10%, radio 2%, business papers 25%, farm publications 45%, point of sale 3%, other 10%. Employees: 28 in one office. Top execs: Ken Schmidt, president-treasurer; Cecil Hunt, exec vp; Raleigh Woolf, secretary. Phone: (414) 224-0210.

**Michael W. Schoen Co.**, New York, had gross income of \$39,000 in 1981 on billings of \$260,000. It did not report 1980 results. Billings breakdown: Newspapers 5%, business papers 72%, point of sale 2%, direct mail 20%, other 1%. Top exec: Michael Schoen, president. Phone: (212) 886-8826.

**Len Scholl & Co.**, Los Angeles, had estimated gross income of \$470,000 in 1981 on billings of \$3,162,708. In 1980, it had estimated gross income of \$415,000 on billings of \$2,798,971. Volume in 1981 consisted of \$1,704,973 in media, \$297,709 in materials and services and \$1,160,026 in capitalized fees. In 1980, volume consisted of \$1,137,000 in media, \$372,400 in materials and services and \$1,289,571 in capitalized fees. Accounts gained: Forty Carrots Inc. Billings breakdown: Newspapers 26%, magazines 7%, supplements 5%, radio 24%, spot tv 16%, outdoor 5%, business papers 5%, farm publications 2%, point of sale 3%, direct mail 1%, other 6%. Employees: 12 in one office. Top exec: Len Scholl, president. Phone: (213) 930-2515.

**Sydney Schreiber Inc.**, Philadelphia, had gross income of \$219,000 in 1981 on billings of \$1,755,000. In 1980, it reported gross income of \$156,000 on billings of \$1,037,000. Volume in 1981 consisted of \$626,000 in media, \$333,000 in materials and services and \$796,000 in capitalized fees. In 1980, volume consisted of \$231,000 in media, \$194,000 in materials and services and \$612,000 in capitalized fees. Accounts gained: Resorts Intl., Sue Baseman, Cyklop Strapping, Dr. M. Ayes Dental Centers, Corrugated Services, Public Service Truck Renting and U.S. Domes. Lost: Deauville Hotel and Seaside Hotel. Billings breakdown: Newspapers 30%, magazines 43%, radio 5%, direct mail 22%. Top exec: Sydney Schreiber, president. Employees: Eight. Phone: (215) 545-2223.

**Scott & Scott Advertising**, Evanston, Ill., reported gross income of \$36,000 in 1981 on billings of \$200,000. In 1980, it reported gross income of \$40,000 on billings of \$260,000. Billings breakdown: Newspapers 40%, magazines 10%, radio 20%, spot tv 20%, other 10%. Employees: Two in one office. Top exec: R.J. Scott, president. Phone:

(312) 675-4714.

**Selwyn-Simpson & Associates**, Santa Rosa, Cal., had estimated gross income of \$125,000 in 1981 on billings of \$336,844. In 1980, it had estimated gross income of \$115,000 on billings of \$783,234. Volume in 1981 consisted of \$30,633 in media, \$95,777 in materials and services and \$710,434 in capitalized fees. In 1980, volume consisted of \$15,672 in media, \$61,781 in materials and services and \$783,394 in capitalized fees. Accounts gained: Union Family Benefits, Empire Dental Center, JGJ Financial Corp., Palm Drive Hospital, St. Rose Alcohol Recovery Center, Clearwater Children's Ranch. Lost: Sonoma County Medical Assn., Private Industry Council. Billings breakdown: Newspapers 34%, magazines 20%, radio 30%, network tv 2%, outdoor 2%, farm publications 10%, point of sale 0.5%, direct mail 1.5%. Employees: Four in one office. Top exec: Padi Selwyn-Simpson, president. Phone: (707) 525-9808.

**Shaffer/MacGill & Associates**, Chicago, reported gross income of \$980,385 in 1981 on billings of \$6,730,768. In 1980, it reported gross income of \$932,124 on billings of \$6,215,279. Volume in 1981 consisted of \$3,226,649 in media, \$919,690 in materials and services and \$2,584,429 in capitalized fees. In 1980, volume consisted of \$2,863,138 in media, \$1,125,515 in materials and services and \$2,226,626 in capitalized fees. Accounts gained: Amoco Tools, Grand Electronics, Ken Tucker Associates, Tenneco Automotive (co-op advertising). Billings breakdown: Newspapers 25%, magazines 25%, radio 10%, spot tv 15%, outdoor 5%, business papers 20%. Employees: 20 in one office. Top execs: Jerome B. Shaffer, Ken Karnstedt, Larry Heisler. Phone: (312) 467-0920.

**Shaffer Shaffer Shaffer Inc.**, Cleveland, reported gross income of \$285,000 in 1981 on billings of \$2,133,450. In 1980, it reported gross income of \$3,750 on billings of \$51,680. Volume in 1981 consisted of \$1,750,000 in media, \$150,000 in materials and services and \$233,450 in capitalized fees. In 1980, volume consisted of \$23,800 in media, \$1,200 in materials and services and \$26,680 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 15%, supplements 5%, radio 15%, spot tv 15%, outdoor 10%, business papers 10%, transit 10%, point of sale 5%, direct mail 5%. Employees: Three in two offices. Top exec: Harry Gard Shaffer Jr., president-creative director. Phone: (216) 566-1188.

**Sharp, Hartwig & Vladimir**, Seattle, reported gross income of \$360,910 in 1981 on billings of \$1,988,003. In 1980, it reported gross income of \$290,600 on billings of \$1,251,805. Volume in 1981 consisted of \$1,204,356 in media, \$783,647 in materials and services and \$783,647 in capitalized fees. In 1980, volume consisted of \$699,073 in media, \$552,732 in materials and services and \$1,251,805 in capitalized fees. Figures include those of subsidiary SHV/Howard Brosen Yellow Pages. Accounts gained: Citizens Federal S&L, Campbell Soup Restaurant (Pietro's Pizza), University Porsche/Audi, Simpax Vitamins, Journal American. Lost: Consolidated Restaurants. Billings breakdown: Newspapers 10%, magazines 10%, radio 20%, spot tv 15%, outdoor 5%, business papers 20%, point of sale 5%, direct mail 15%. Employees: 14 in one office. Top execs: David Sharp, president; Cynthia Hartwig, vp-creative director; Andy Vladimir, chairman; Bill Fritsch, vp-client services. Phone: (206) 282-6242.

**Shaw Elliott Inc.**, New York,

had gross income of \$631,784 in 1981 on billings of \$3,946,874. In 1980, it reported gross income of \$610,187 on billings of \$3,832,132. Volume in 1981 consisted of \$745,000 in media, \$1,374,294 in materials and services and \$1,827,580 in capitalized fees. In 1980, volume consisted of \$858,907 in media, \$1,163,325 in materials and services and \$1,809,900 in capitalized fees. Its subsidiaries, Cantin Hautau Elliott and Barmer Elliott Inc., are not included in its totals. Accounts gained: Diagnostic/Retrieval Systems, James Talcott Business Credit. Resigned: Osram. Billings breakdown: Newspapers 24%, magazines 6%, radio 2%, business papers 19%, direct mail 10%, other (brochures, audiovisual) 39%. Employees: 18 in one office. Top execs: Don Elliott, president; Bernie Hirsch, creative director. Phone: (212) 686-6452.

**Sheehy & Knopf Inc.**, Louisville, reported gross income of \$508,090 in 1981 on billings of \$4,833,841. In 1980, it reported gross income of \$676,952 on billings of \$6,184,702. Volume in 1981 consisted of \$3,692,680 in media, \$164,433 in materials and services and \$976,728 in capitalized fees. In 1980, volume consisted of \$4,046,495 in media, \$358,772 in materials and services and \$1,779,435 in capitalized fees. Accounts gained: Pizzeria Uno, Ale 81, Kentucky Fried Chicken (special projects), Kentucky Wood Floors. Lost: Micro Mode. Billings breakdown: Newspapers 35%, magazines 5%, radio 11%, spot tv 47%, other 2%. Employees: 15 in one office. Top execs: William J. Sheehy, chairman; Paul R. Knopf, president. Phone: (502) 897-6411.

**Sheffer & Peters Advertising**, South Bend, Ind., formerly Communiqué Inc., reported gross income of \$444,616 in 1981 on billings of \$3,095,169. In 1980, it reported gross income of \$431,351 on billings of \$2,779,659. Volume in 1981 consisted of \$408,100 in media, \$227,587 in materials and services and \$2,459,482 in capitalized fees. In 1980, volume consisted of \$751,099 in media, \$290,638 in materials and services and \$1,737,922 in capitalized fees. Accounts gained: Wheel Horse Corp., Allied Moulded Products, A-C Valley Corp., Spra-Rite Corp., Kay Industries, Alpha Resources, Sports Promotions Inc. Lost: Indiana Cablevision, Waggoner's Tractor Barn, Ajusto Equipment Co. Billings breakdown: Newspapers 6%, magazines 28%, radio 6%, spot tv 55%, outdoor 5%. Employees: 15 in one office. Top execs: Richard D. Sheffer, chairman-ceo; Victor E. Peters, president. Phone: (219) 272-5810.

**Shipley Associates**, Wilmington, Del., reported gross income of \$308,000 in 1981 on billings of \$3,709,360. In 1980, it reported gross income of \$278,000 on billings of \$3,354,260. Volume in 1981 consisted of \$1,540,000 in media, \$115,000 in materials and services and \$2,054,360 in capitalized fees. In 1980, volume consisted of \$1,400,000 in media, \$100,000 in materials and services and \$1,854,260 in capitalized fees. Accounts gained: Goldey Beacom College, The Greenery Too-Restaurant, Kent General Hospital, Diamond McCune, Claremont School, Port of Wilmington, Handler-Liddicott Corp. Billings breakdown: Newspapers 38%, magazines 4%, radio 26%, network tv 9%, outdoor 5%, business papers 4%, transit 1%, direct mail 2%, other (collateral) 11%. Employees: Eight in one office. Phone: (302) 652-3051.

**Slesinger, Yaranoff & Associates Advertising**, Phoenix, had estimated gross income of \$615,000 in 1981 on billings of \$4,100,300. In 1980, it had estimated gross income



## Gross income under \$1,000,000

of \$550,000 on billings of \$3,721,940. Volume in 1981 consisted of \$3,200,000 in media, \$300,000 in materials and services and \$600,300 in capitalized fees. In 1980, volume consisted of \$2,900,000 in media, \$275,000 in materials and services and \$546,940 in capitalized fees. Accounts gained: Neils Detroit Diesel, Ramada Renaissance Hotels, Sun Valley Bus Lines. Billings breakdown: Newspapers 25%, magazines 25%, radio 1%, spot tv 5%, outdoor 1%, business papers 5%, direct mail 1%, other (collateral) 37%. Employees: 17 in one office. Top execs: Christo D. Yaranoff, president-creative director; Henry S. Slesinger, exec vp. Phone: (602) 257-0446.

**Smelkinson, Cerrati & Co.**, Hilton Head Island, S.C., had gross income of \$284,000 and net income of \$50,760 in 1981 on billings of \$1,981,515. In 1980, it reported gross income of \$215,000 and net income of \$20,000 on billings of \$1,460,000. Volume in 1981 consisted of \$322,372 in media, \$241,901 in materials and services and \$1,417,242 in capitalized fees. In 1980, volume consisted of \$204,000 in media, \$256,000 in materials and services and \$1,000,000 in capitalized fees. Accounts gained: Moss Creek Plantation, Atlantic Bank & Trust Co., Christiana Southeast Inc., Lighthouse Point Beach Club, Carswell Insurance Group. Lost: Reynolds Aluminum Recycling. Billings breakdown: Newspapers 45%, magazines 25%, radio 5%, outdoor 5%, direct mail 10%, other 10%. Employees: 10 in one office. Top execs: Marsha Smelkinson, president; Karen Cerrati, exec vp; James Warren, vp. Phone: (803) 785-5038.

**Smith Advertising & Associates**, Fayetteville, N.C., reported gross income of \$398,000 in 1981 on billings of \$3,050,000. In 1980, it reported gross income of \$450,000 on billings of \$2,112,000. Volume in 1981 consisted of \$900,000 in media, \$350,000 in materials and services and \$1,800,000 in capitalized fees. In 1980, volume consisted of \$450,000 in media, \$595,000 in materials and services and \$350,000 in capitalized fees. Accounts gained: Woodlake Properties, Foxfire Inn and Country Club, The Myrtle Beach Hilton Hotel, Sands Investments, Outlet Park (Myrtle Beach, S.C.), Chicora Development Corp., Oristo (Edisto Island), Belvedere Plantation, The Peddler Restaurants. Lost: Woodlake Properties, Foxfire Inn and Country Club. Billings breakdown: Newspapers 30%, magazines 20%, radio 10%, spot tv 10%, outdoor 20%, other 10%. Employees: 15 in two offices. Top exec: Gary T. Smith, president. Phone: (919) 323-0920.

**Smith & Yehle**, Kansas City, reported gross income of \$783,575 in 1981 on billings of \$5,226,445. In 1980, it reported gross income of \$715,868 on billings of \$4,774,840. Volume in 1981 consisted of \$2,613,222 in media, \$1,358,876 in materials and services and \$1,254,347 in capitalized fees. In 1980, volume consisted of \$2,387,420 in media, \$1,336,955 in materials and services and \$1,050,465 in capitalized fees. Accounts gained: American Charter, Midwest Group of United Telephone Systems, Pitman Mfg., Olsen Industries. Lost: None. Billings breakdown: Newspapers 12%, magazines 9%, supplements 1%, radio 20%, spot tv 33%, outdoor 5%, direct mail 11%, other (collateral, p.o.s.) 9%. Employees: 17 in one office. Top execs: Karl J. Yehle, Cotton Smith, A. John Rylee. Phone: (816) 842-4900.

**Soderberg MacEwan**, Seattle, had gross income of \$667,032 and a

net loss of \$14,664 in 1981 on billings of \$5,234,441. In 1980, it reported gross income of \$721,849 and net income of \$78,197 on billings of \$5,349,784. Volume in 1981 consisted of \$2,159,981 in media, \$1,144,851 in materials and services and \$1,929,609 in capitalized fees. In 1980, volume consisted of \$2,431,869 in media, \$1,060,275 in materials and services and \$1,857,640 in capitalized fees. Accounts gained: Puget Sound Subaru Dealers, Friedlander & Sons, Meadows Airfreight. Lost: Sherwood & Roberts. Billings breakdown: Newspapers 24.5%, magazines 5%, radio 9%, spot tv 26%, transit 0.5%, point of sale 35%. Employees: 19. Top exec: P. Stanley Soderberg, president. Phone: (206) 285-2070.

**Sorensen/Evans Advertising**, Dallas, had estimated gross income of \$113,000 in 1981 on billings of \$752,740. Volume in 1981 consisted of \$612,000 in media and \$146,740 in capitalized fees. The agency did not report for 1980. Accounts gained: University Computing Co. manufacturing systems division, Pharmacom and BEI Electronics. Billings breakdown: Newspapers 10%, magazines 60%, supplements 5%, direct mail 5%, other 20%. Employees: Four in one office. Top exec: Robert Sorensen, president. Phone: (214) 661-8046.

**Spencer, Bennett, Nowak**, Seekonk, Mass., had gross income of \$750,000 in 1981 on billings of \$5,000,000. In 1980, it reported gross income of \$450,000 on billings of \$3,000,000. It did not break out its volume for either year. Accounts gained: Grinnell Fire Protection, General Signal's BIF division, General Electric's wiring devices department, Reed Plastics, Bloch/New England, LMV Corp., IR-Onics. Billings breakdown: Newspapers 5%, magazines 10%, radio 5%, business papers 60%, direct mail 5%, other 15%. Employees: 19 in one office. Top execs: Sheldon Spencer, chairman; Edward Nowak Jr., president; Richard Donnelly, exec vp. Phone: (617) 336-5801.

**Starr Advertising**, Northville, Mich., reported gross income of \$694,100 in 1981 on billings of \$7,494,647. In 1980, it reported gross income of \$736,111 on billings of \$7,955,267. Volume in 1981 consisted of \$1,520,000 in media, \$1,345,000 in materials and services and \$4,629,647 in capitalized fees. In 1980, volume consisted of \$1,183,407 in media, \$1,862,000 in materials and services and \$4,909,860 in capitalized fees. Accounts gained: Auto Specialties jack division, Kent-Moore tool division, Interon Industries, Korotol products. Lost: Retirement Funding, Cadillac Plastic, Otto Durr Inc. Billings breakdown: Newspapers 4%, magazines 31%, radio 6%, spot tv 4%, outdoor 1%, business papers 2%, farm publications 1%, point of sale 24%, direct mail 21%, other 6%. Employees: 24 in one office. Top execs: Henry A. Starr, president; Richard A. Starr, senior vp and controller; James E. Fisher, exec vp. Phone: (314) 348-3900.

**Steen Advertising**, Lynbrook, N.Y., reported gross income of \$462,000 in 1981 on billings of \$3,646,000. In 1980, it reported gross income of \$482,000 on billings of \$3,451,000. Volume in 1981 consisted of \$3,300,000 in media, \$106,000 in materials and services and \$240,000 in capitalized fees. In 1980, volume consisted of \$3,222,000 in media, \$83,000 in materials and services and \$146,000 in capitalized fees. Accounts gained: Swingbox Foto System of Switzerland, DuArt Video Xenon Industries, Freepoint Medical Group.

Lost: None. Billings breakdown: Newspapers 11%, magazines 60%, radio 4%, network tv 2%, spot tv 6%, business papers 9%, point of sale 1%, direct mail 7%. Employees: 12 in two offices. Top exec: Norman Steen, president-creative director. Phone: (212) 525-3600.

**Stiefel/Raymond Advertising**, New York, had gross income of \$2,600,000 in 1981 on billings of \$14,000,000, all in media. In 1980, it reported gross income of \$2,250,000 on media billings of \$11,800,000. Accounts gained: Apollinaris Bottled Water, Bahlsen cookies, Carr's table water crackers, Wassa crisp bread, Grundig radio-tv, Schott America, Sempertt Tires, Bruno Magli shoes, Hempel's marine paint, Cost Saver Tours. Lost: Robert Reid Travel. Billings breakdown: Newspapers 12%, magazines 30%, radio 21%, spot tv 32%, business papers 5%. Employees: 55 in one office. Top execs: Herbert J. Stiefel, president-chairman; John Harris, exec vp; Warren Goodwin, senior vp; Karlfried Nordmann, marketing division president. Phone: (212) 889-1900.

**Stiegler & Wells**, Allentown, Pa., had gross income of \$793,100 in 1981 on billings of \$5,004,076. In 1980, it reported gross income of \$508,480 on billings of \$3,350,578. Volume in 1981 consisted of \$4,185,000 in media and \$819,076 in capitalized fees. In 1980, volume consisted of \$2,861,000 in media and \$489,578 in capitalized fees. Accounts gained: Chopper Industries, First Valley Bank, J.T. Baker Chemical Co., Bonney Forge division of Gulf & Western, Pollett Corp., Judson Infrared, SI Handling Systems and Teleflex Inc., North Wales division. Lost: A. Rifkin Co. Billings breakdown: Newspapers 34%, magazines 8%, radio 15%, spot tv 4%, outdoor 5%, direct mail 8%, other 26%. Top execs: Ernie G. Stiegler, chairman; Daniel C. Wells, president; Ernie R. Stiegler, exec vp; Michael J. Chomik, senior vp. Employees: 28. Phone: (215) 434-6166.

**The Stimpson Associates**, Seattle, reported gross income of \$790,037 and net income of \$56,237 in 1981 on billings of \$6,185,632. In 1980, it reported gross income of \$703,114 and net income of \$89,869 on billings of \$5,650,065. Volume in 1981 consisted of \$2,114,484 in media, \$368,171 in materials and services and \$3,702,977 in capitalized fees. In 1980, volume consisted of \$2,383,406 in media, \$287,362 in materials and services and \$2,969,297 in capitalized fees. Accounts gained: Continental Mills (Krusteaz), Anacortes Marina, Hilton Seafoods, Merlino's Macaroni Co. Lost: Mr. Steak of NW, Space Needle Restaurant, Aberdeen Federal S&L. Billings breakdown: Newspapers 24%, magazines 16%, radio 19%, spot tv 38%, outdoor 2%, transit 1%. Employees: 21 in one office. Phone: (206) 622-0272.

**Stone, August & Co.**, Birmingham, Mich., reported gross income of \$831,760 in 1981 on billings of \$6,021,000. It did not report for 1980. Volume in 1981 consisted of \$3,525,000 in media, \$583,000 in materials and services and \$1,913,000 in capitalized fees. Accounts gained: American Federal Savings, ANR Freight Systems, Hite Photo, Sherman Shoes, United Michigan Corp., Weight Watchers Inc., Wells Freight & Cargo. Lost: The Center Cos., Delta Dental. Billings breakdown: Newspapers 59%, magazines 1%, radio 15%, spot tv 24%, outdoor 1%. Employees: 19 in one office. Top execs: Ronald Stone, James August, Norman Prady. Phone: (313) 646-9200.

**Storey, Berman & Freer**, Chicago, reported gross income of \$462,900 in 1981 on billings of

\$3,104,327. In 1980, it reported gross income of \$235,500 on billings of \$1,530,000. Volume in 1981 consisted of \$1,500,000 in media, \$950,000 in materials and services and \$654,327 in capitalized fees. It did not break down volume in 1980. Accounts gained: G.J. Aigner Co., Liberty Savings, Martin Yale Industries. Lost: None. Billings breakdown: Newspapers 10%, magazines 20%, radio 25%, spot tv 15%, other (collateral) 30%. Employees: Nine in one office. Top execs: Robert A. Berman, Jane Storey, William B. Freer, directors. Phone: (312) 822-9715.

**Stral Advertising**, Chicago, reported gross income of \$570,000 in 1981 on billings of \$3,800,000. In 1980, it reported gross income of \$460,000 on billings of \$3,350,500. Volume in 1981 consisted of \$1,390,000 in media, \$1,165,000 in materials and services and \$1,245,000 in capitalized fees. In 1980, volume consisted of \$1,290,000 in media, \$960,000 in materials and services and \$1,100,500 in capitalized fees. Accounts gained: Borg-Warner Thermoelectrics, Ohmite Mfg. Lost: Oak CATV. Billings breakdown: Magazines 5%, business papers 90%, direct mail 5%. Employees: 14 in one office. Top execs: Harold M. Stral, president; Laurence A. Kaufman, exec vp. Phone: (312) 467-1323.

**Strother & Faltis**, Dundee, Ill., reported gross income of \$510,000 in 1981 on billings of \$2,975,000. In 1980, it reported gross income of \$441,000 on billings of \$2,450,000. Volume in 1981 consisted of \$1,963,500 in media and \$1,011,500 in materials and services. In 1980, volume consisted of \$1,592,500 in media and \$857,500 in materials and services. Accounts gained: American Crayon Co., Merkle-Korff, Apollo Metals. Lost: Wilton Packaging. Billings breakdown: Newspapers 10%, magazines 85%, direct mail 5%. Employees: 10 in one office. Top execs: Dennis J. Faltis, president; Bruce A. Strother, vp. Phone: (312) 428-4300.

**The Summit Group**, Norfolk, Va., had estimated gross income of \$290,000 in 1981 on billings of \$1,927,300. In 1980, it had estimated gross income of \$180,000 on billings of \$1,177,150. In 1981, volume consisted of \$470,000 in media, \$190,000 in materials and services and \$1,267,300 in capitalized fees. In 1980, volume consisted of \$130,000 in media, \$80,000 in materials and services and \$967,150 in capitalized fees. Accounts gained: Windham Investments Corp., Econo-Travel Motor Hotel Corp., Harvey Lindsay & Co., Atlantic National Bank, Peabody Inc., Seaward Marine Services, Col-Dra, Holiday Beach Resorts, Royal d'Iberville Hotel & Convention Center, Hilton Hotel/Pensacola, Jonathan Corp. Billings breakdown: Newspapers 10%, magazines 40%, radio 5%, spot tv 5%, outdoor 20%, direct mail 20%. Employees: 12 in one office. Top execs: Harry Padgett, president; J. Edward Watson III, exec vp. Phone: (804) 625-1677.

**Supermedia**, New York, had estimated gross income of \$330,000 in 1981 on billings of \$2,200,000. In 1980, estimated gross income was \$240,000 on billings of \$1,600,000. Volume in 1981 consisted of \$1,200,000 in media and \$1,000,000 in materials and services. It did not break out its 1980 volume. Accounts gained: Seruchi sportswear, Soundesign stereos, Bi-Lite systems, Gibraltar transmissions. Billings breakdown: Spot tv 100%. Employees: Nine in one office. Top exec: Sheldon Richman, president. Phone: (212) 582-9600.

**Charles Sweeney & Associates**, Los Angeles, reported gross income of \$341,439 and net income

of \$30,796 in 1981 on billings of \$2,055,873. In 1980, it reported gross income of \$302,494 and net income of \$26,270 on billings of \$1,893,566. Volume in 1981 consisted of \$1,160,775 in media, \$349,526 in materials and services and \$545,572 in capitalized fees. In 1980, volume consisted of \$1,134,922 in media, \$232,802 in materials and services and \$525,842 in capitalized fees. Accounts gained: U.S. Uniforms Inc., Southern California Presbyterian Homes. Lost: Tokina Optical Corp. (lost consumer account, but retained trade). Billings breakdown: Newspapers 10%, magazines 60%, radio 5%, business papers 20%, point of sale 5%. Employees: Six in one office. Top execs: Charles Sweeney, president; Sally Wilson, creative director. Phone: (213) 386-5050.

**TDM Advertising**, Oak Brook, Ill., reported gross income of \$310,000 in 1981 on billings of \$2,747,200. In 1980, it reported gross income of \$145,000 on billings of \$1,416,950. Volume in 1981 consisted of \$180,000 in media, \$1,500,000 in materials and services and \$1,067,200 in capitalized fees. In 1980, volume consisted of \$600,000 in media, \$250,000 in materials and services and \$566,950 in capitalized fees. Accounts gained: Natl. Easter Seal Society, Home Can Corp., Mid America Federal S&L, Madda Intl. Metals, Church League of America, Republican Party of Wisconsin, CNA Insurance Cos., Chicago Lung Assn., Stuart McGuire Co., Hart Industries. Lost: Rubin Response Services (resigned), Pheasant Run Resorts, Hawthorne Hills (resigned). Billings breakdown: Newspapers 10%, magazines 5%, radio 5%, direct mail 70%, other 10%. Employees: 10 in one office. Top execs: G. Jack Haney, president; Michael R. Hauert, exec vp. Phone: (312) 789-2880.

**Tandem Inc.**, Pittsburgh, had estimated gross income of \$155,000 in 1981 on billings of \$1,031,022. In 1980, it had estimated gross income of \$130,000 on billings of \$880,961. No volume breakout was provided. Accounts gained: Consolidation Coal Co., Planning Dynamics Inc., Quinn, Watson & Associates, Vollmer of America Corp. Lost: Findlay Refractories, Precision-Kidd Steel Co., Toyad Corp. Employees: Nine in one office. Top execs: Lowell T. Brown, president; Donald M. Smith, vp. Phone: (412) 391-9240.

**Ira Thomas Associates**, Youngstown, O., reported gross income of \$813,566 in 1981 on billings of \$5,835,874. In 1980, it reported gross income of \$751,901 on billings of \$5,443,367. Volume in 1981 consisted of \$2,076,294 in media, \$672,755 in materials and services and \$3,086,825 in capitalized fees. In 1980, volume consisted of \$1,277,605 in media, \$391,884 in materials and services and \$3,773,878 in capitalized fees. Figures include ITA/Pittsburgh. Accounts gained: Marlboro Mfg., Salem China, Gimbels-Pittsburgh. Lost: The Pollock Co., Rogers Bros., Cosmicoat Inc. Billings breakdown: Newspapers 2%, radio 1%, business papers 72%, direct mail 25%. Employees: 25 in two offices. Top exec: Ira D. Thomas, president. Phone: (216) 793-3000.

**Thompson Torchia & Dymond**, Charlotte, N.C., reported gross income of \$600,000 in 1981 on billings of \$4,517,100. In 1980, it reported gross income of \$475,000 on billings of \$3,529,010. Volume in 1981 consisted of \$3,300,000 in media, \$350,000 in materials and services and \$867,100 in capitalized fees. In 1980, volume consisted of \$2,500,000 in media, \$342,000 in materials and services and \$687,010 in capitalized fees. Accounts



gained: WBTV, Greenwood Packing Co. Billings breakdown: Newspapers 15%, radio 24%, spot tv 60%, outdoor 1%. Employees: 14 in one office. Top exec: Joseph F. Thompson, president. Phone: (704) 333-8821.

**Thorwald & Haresnape**, Eugene, Ore., reported gross income of \$92,102 in 1981 on billings of \$939,596. In 1980, it reported gross income of \$133,442 on billings of \$907,980. Volume in 1981 consisted of \$739,816 in media, \$114,084 in materials and services and \$85,696 in capitalized fees. In 1980, volume consisted of \$525,641 in media, \$225,274 in materials and services and \$157,065 in capitalized fees. Billings breakdown: Newspapers 10%, radio 30%, network tv 50%, point of sale 5%, other 5%. Employees: Six in one office. Top execs: Larry Haresnape, Stephen Thorwald. Phone: (503) 687-1153.

**Throckmorton/Zolfo Associates**, New York, had estimated gross income of \$670,000 in 1981 on billings of \$4,461,000. In 1980, it had estimated gross income of \$525,000 on billings of \$3,500,000. Volume in 1981 consisted of \$180,000 in media, \$139,000 in materials and services and \$4,142,000 in capitalized fees. In 1980, volume consisted of \$320,000 in media, \$380,000 in materials and services and \$2,800,000 in capitalized fees. Accounts gained: Current Inc., Macmillan Book Clubs Inc., U.S. News & World Report, New York Zoological Society, Campaign Communications Institute of America Inc., On Cable magazine. Lost: Next magazine, Davis Publications, Teacher Magazine. Billings breakdown: Magazines 20%, radio 5%, cable tv 5%, direct mail 70%. Employees: 10 in one office. Phone: (212) 689-9230.

**Tobias Associates**, New York, had estimated gross income of \$465,000 in 1981 on billings of \$3,126,100. In 1980, it had estimated gross income of \$335,000 on billings of \$2,235,700. Volume in 1981 consisted of \$925,000 in media and \$2,201,100 in capitalized fees. In 1980, volume consisted of \$835,000 in media and \$1,400,700 in capitalized fees. Accounts gained: Pavallier Machinery Sales Co. Billings breakdown: Newspapers 40%, magazines 60%. Employees: Five in one office. Top exec: Elliott Gilbert, president. Phone: (212) 867-5464.

**Jerre R. Todd & Associates**, Fort Worth, had estimated gross income of \$810,000 in 1981 on billings of \$5,389,307. In 1980, it reported gross income of \$711,292 on billings of \$4,743,815. Volume in 1981 consisted of \$881,975 in media, \$616,574 in materials and services and \$3,890,758 in capitalized fees. In 1980, volume consisted of \$657,341 in media, \$345,298 in materials and services and \$3,741,176 in capitalized fees. Accounts gained: Fort Worth Convention & Visitors Bureau, Texas Sports Hall of Fame. Lost: Tom Brown Oil Co. of Midland, Hyatt-Regency Hotel of Fort Worth, Arlington Teleable. Billings breakdown: Newspapers 21%, magazines 25%, radio 10%, spot tv 11%, outdoor 30%, other (Yellow Pages) 3%. Employees: 24 in one office. Top execs: Jerre R. Todd, president; William D. Benge, exec vp; Sue M. Countryman, senior vp-finance. Phone: (817) 335-2107.

**Triad**, Sylvania, O., reported gross income of \$115,000 in 1981 on billings of \$766,870. In 1980, it reported gross income of \$78,300 on billings of \$522,130. Volume in 1981 consisted of \$305,000 in media, \$55,000 in materials and services and \$406,870 in capitalized fees. In 1980, volume consisted of \$210,000 in media, \$52,000 in materials and services and \$260,130 in capitalized

fees. Accounts gained: Consolidated Baking Corp., William Vaughan Co., Service Spring Corp. Lost: None. Billings breakdown: Newspapers 10%, magazines 40%, radio 3%, spot tv 5%, outdoor 5%, business papers 15%, farm publications 10%, point of sale 5%, direct mail 7%. Employees: Five in one office. Top execs: Bob Terry, Jan Robie. Phone: (419) 882-0044.

**Tri-State Advertising**, Warsaw, Ind., reported gross income of \$503,798 in 1981 on billings of \$2,783,932. In 1980, it reported gross income of \$479,207 on billings of \$2,680,632. Volume in 1981 consisted of \$1,663,952 in media, \$419,851 in materials and services and \$700,129 in capitalized fees. In 1980, volume consisted of \$1,584,932 in media, \$577,012 in materials and services and \$518,688 in capitalized fees. Accounts gained: Clausen Machine Tools. Lost: Durakool Inc. Billings breakdown: Newspapers 0.3%, magazines 4.2%, business papers 91.9%, farm publications 1%, direct mail 2.6%. Employees: 14 in one office. Phone: (219) 267-5178.

**Vance-Mathews**, Beaumont, Tex., had gross income of \$780,945 in 1981 on billings of \$6,540,200. In 1980, it reported gross income of \$726,181 on billings of \$5,756,070. Volume in 1981 consisted of \$3,204,540 in media, \$771,406 in materials and services and \$2,564,254 in capitalized fees. In 1980, volume consisted of \$2,904,809 in media, \$472,313 in materials and services and \$2,378,948 in capitalized fees. Accounts gained: Fair Stores, DMI Investment Corp., Amega Corp. Billings breakdown: Newspapers 20%, magazines 9%, radio 15%, spot tv 30%, outdoor 5%, direct mail 2%, other 19%. Employees: 24 in two offices. Top execs: Herschel Mathews, president; Tom Vance, chairman. Phone: (713) 898-1313.

**Venture**, San Diego, reported gross income of \$158,536 in 1981 on billings of \$1,056,912. In 1980, it reported gross income of \$126,557 on billings of \$843,714. Volume was not broken out for either year. Accounts gained: The Toro Co. (irrigation division). Lost: Unique Functional Products. Billings breakdown: Newspapers 1%, magazines 78%, business papers 12%, farm publications 9%. Employees: Two in one office. Top execs: Glenn Collins, Tom Ables, partners. Phone: (714) 234-7312.

**The John Volk Co.**, Chicago, reported gross income of \$515,779 in 1981 on billings of \$3,404,248. In 1980, it reported gross income of \$406,000 on billings of \$2,708,020. Volume in 1981 consisted of \$708,136 in media and \$2,732,112 in capitalized fees. In 1980, volume consisted of \$518,028 in media and \$1,919,102 in capitalized fees. Accounts gained: MSD AGVET Animal Health, a division of Merck & Co. (gained advertising account to go with pr), Dawes Laboratories Inc., White Farm Equipment. Billings breakdown: Newspapers 2%, radio 10%, spot tv 4%, business papers 5%, farm publications 79%. Employees: Nine in one office. Top execs: John Volk, president; Jean L. Bailey, Roger Yount, vps. Phone: (312) 861-0667.

**Victor Wademan & Co.**, New York, had gross income of \$436,018 in 1981 on billings of \$3,011,778. In 1980, it reported gross income of \$305,602 on billings of \$2,137,344. Volume in 1981 consisted of \$2,044,553 in media, \$164,301 in materials and services and \$802,924 in capitalized fees. In 1980, volume consisted of \$1,518,306 in media, \$115,327 in materials and services and \$503,711 in capitalized fees. Billings breakdown: Magazines 30%, radio 30%, business papers 30%, direct mail 10%. Employees:

Seven. Top exec: Victor Wademan, president. Phone: (212) 628-8915.

**Walker Associates**, Bettendorf, Ia., reported gross income of \$113,237 in 1981 on billings of \$733,285. It did not report for 1980. Volume in 1981 consisted of \$590,144 in media, \$54,704 in materials and services and \$88,437 in capitalized fees. Accounts gained: Stanley Consultants, Desert Products. Lost: Citizens Bank & Trust, Red Jacket Pumps. Billings breakdown: Newspapers 3%, magazines 2%, supplements 1%, radio 30%, spot tv 60%, outdoor 2%, point of sale 1%, direct mail 1%. Employees: Five in one office. Top exec: Richard P. Walker, president. Phone: (319) 359-1395.

**Walters & Co.**, La Jolla, Cal., reported gross income of \$99,093 in 1981 on billings of \$660,736. In 1980, it reported gross income of \$84,613 on billings of \$565,495. Volume in 1981 consisted of \$275,835 in media, \$150,985 in materials and services and \$233,916 in capitalized fees. In 1980, volume consisted of \$287,524 in media, \$120,493 in materials and services and \$157,478 in capitalized fees. Accounts gained: Aimee's Restaurant. Billings breakdown: Newspapers 55%, radio 25%, network tv 15%, other 5%. Employees: Four in one office. Phone: (714) 495-4227.

**Wank, Williams & Neylan**, Menlo Park, Cal., reported gross income of \$469,301 in 1981 on billings of \$3,102,474. In 1980, it reported gross income of \$381,294 on billings of \$2,518,605. Volume in 1981 consisted of \$918,779 in media, \$686,734 in materials and services and \$1,497,961 in capitalized fees. In 1980, volume consisted of \$660,967 in media, \$500,240 in materials and services and \$1,357,398 in capitalized fees. Accounts gained: Addison-Wesley Publishing (medical-nursing division), NewPark Mall, Gleim Jewelers retail chain, Prim Associates Investments, Holvick, deRegt, Koering developers, American Sun Moon Star. Lost: University National Bank. Billings breakdown: Newspapers 20%, magazines 5%, radio 30%, spot tv 20%, outdoor 5%, business papers 20%. Employees: Nine in one office. Top execs: Gary T. Williams, president; William F. Neylan, exec vp; Gary M. Williams, vp. Phone: (415) 323-3183.

**Warren & Epstein Advertising**, New York, reported gross income of \$375,000 on billings of \$2,500,000 for nine months of 1981 since opening in March. Volume in 1981 consisted of \$1,200,000 in media, \$300,000 in materials and services and \$1,000,000 in capitalized fees. Accounts gained: American FoodService Enterprises (division of Hallmark), Bermuda Shops Ltd., Cono-Tec Inc., Dancker/Selw Inc., House of Seagrams (special projects), Johnson Creative Arts (division of S.C. Johnson & Son), Standardbred Owners Assn., General Foods (special projects), Vidmark Systems. Lost: None. Billings breakdown: Newspapers 35%, magazines 35%, radio 10%, spot tv 10%, business papers 10%. Employees: Six in one office. Top execs: Douglas J. Warren, president; Lee Epstein, exec vp-creative super. Phone: (212) 752-6881.

**Webb & Associates**, Lafayette, Cal., had gross income of \$416,708 and net income of \$114,834 in 1981 on billings of \$2,192,035. In 1980, it reported gross income of \$310,607 and net income of \$98,006 on billings of \$1,574,743. Volume in 1981 consisted of \$1,326,924 in media, \$544,278 in materials and services and \$320,833 in capitalized fees. In 1980, volume consisted of \$841,786 in media, \$422,316 in materials and services and \$310,641 in capitalized fees. Accounts gained: Central Contra Costa County Transit Au-

thority, Grosvenors Properties. Billings breakdown: Newspapers 50%, magazines 20%, radio 10%, business papers 10%, direct mail 10%. Employees: 10. Top exec: John Webb, president. Phone: (415) 283-1733.

**Weed Advertising**, Chicago, reported gross income of \$166,116 in 1981 on billings of \$1,107,440. In 1980, it reported gross income of \$102,171 on billings of \$681,000. No volume breakdown was provided. Accounts gained: Cablenet Inc., Jon Construction, Esko & Young. Lost: None. Billings breakdown: Newspapers 60%, radio 10%, business papers 20%, point of sale 5%, direct mail 5%. Employees: Four in one office. Top execs: Robert E. Weed, president; Elaine L. Weed, exec vp. Phone: (312) 661-1565.

**Wendt Advertising Agency**, Great Falls, Mont., reported gross income of \$686,785 in 1981 on billings of \$4,580,856. In 1980, it reported gross income of \$677,730 on billings of \$4,274,393. Volume in 1981 consisted of \$2,592,276 in media and \$1,988,580 in capitalized fees. In 1980, volume consisted of \$2,289,188 in media and \$1,985,205 in capitalized fees. Accounts gained: Farmtronix, Pizza Hut (western Montana), Great Falls Transit, Graham and Ross, Montana Department of Commerce, Northwestern Union Trust, Liberty Mfg. Lost: State Fair, Montana Deaconess Medical Center. Billings breakdown: Newspapers, farm publications, magazines 33.6%, radio 7.1%, spot tv 22.2%, outdoor 1.7%, other 35.4%. Employees: 23 in one office. Top exec: Stanley F. Meyer, president. Phone: (406) 452-8581.

**West & Brady**, Bethesda, Md., reported gross income of \$409,666 in 1981 on billings of \$3,100,308. In 1980, it reported gross income of \$482,417 on billings of \$3,192,031. Volume in 1981 consisted of \$975,884 in media, \$282,450 in materials and services and \$1,841,974 in capitalized fees. In 1980, volume consisted of \$888,714 in media, \$224,938 in materials and services and \$3,192,031 in capitalized fees. Accounts gained: D.C. General Hospital, Wheaton Place, Sir Walter Raleigh Inns, First Federal S&L of Arlington. Lost: First Federal S&L of Washington (due to merger). Billings breakdown: Newspapers 10%, magazines 65%, radio 25%. Employees: 10 in one office. Phone: (301) 229-6900.

**P.B. Wilkinson Inc.**, Paoli, Pa., reported gross income of \$116,000 in 1981 on billings of \$673,500. In 1980, it reported gross income of \$103,000 on billings of \$650,150. Volume in 1981 consisted of \$150,000 in media, \$150,000 in materials and services and \$373,500 in capitalized fees. In 1980, volume consisted of \$150,000 in media, \$200,000 in materials and services and \$300,150 in capitalized fees. Accounts gained: (All CPA firms) Beatty, Satchell & Co., Easton, Md., Boyer & Ritter, Harrisburg, Davie, Kaplan, Braverman, Rochester, N.Y., Dudley, Hopton-Jones, Sims & Freeman, Birmingham, Ala., Frantz & Co., Washington, McKean & Associates, Mobile, Ala., Gerald T. Reilly, Boston, Malcolm Smith & Co., Reading, Surlis & Associates, Warrenton, Va., Trout, Ebersole & Groff, Lancaster. Lost: Penflex Inc., William Henry Apts. Billings breakdown: Newspapers 55%, magazines 20%, radio 5%, outdoor 2%, business papers 13%, direct mail 5%. Employees: Four in one office. Top execs: Peter B. Wilkinson, president; John W. McWilliams Jr., vp. Phone: (215) 644-0753.

**Stuart Williams Associates**, Stamford, Conn., reported gross income of \$604,000 in 1981 on billings of \$6,056,200. In 1980, it re-

ported gross income of \$728,000 on billings of \$10,902,050. Volume in 1981 consisted of \$1,122,000 in media, \$1,073,600 in materials and services and \$3,860,600 in capitalized fees. In 1980, volume consisted of \$4,480,000 in media, \$2,320,000 in materials and services and \$4,102,050 in capitalized fees. Figures include those of subsidiary, Scicom Inc. Publications. Accounts gained: Dun & Bradstreet (Directory Systems division), Wright Laboratories (lab supplies). Lost: Waters Associates. Billings breakdown: Magazines 30%, business papers 5%, point of sale 5%, direct mail 40%, other 20%. Employees: 18 in two offices. Top execs: Edmund F. Lindner, chairman; Warren R. Jacobson, president. Phone: (203) 348-2621.

**Wilson, Frank & Associates**, San Diego, had estimated gross income of \$365,000 in 1981 on billings of \$2,458,700. In 1980, it had estimated gross income of \$315,000 on billings of \$2,101,493. Volume in 1981 consisted of \$1,125,000 in media, \$600,000 in materials and services and \$733,700 in capitalized fees. In 1980, volume consisted of \$1,000,000 in media, \$442,892 in materials and services and \$658,589 in capitalized fees. Accounts gained: Cheep Antiques, Home Thrift & Loan, Maches & Baughman, Channel 51, Appliance Products, L.A. Water & Power Credit Union, Rancho Santa Fe Thrift & Loan, American Baptist Credit Union. Lost: National University, USE Credit Union, Valley First Federal. Billings breakdown: Newspapers 70%, radio 13%, network tv 12%, spot tv 5%. Employees: Nine in one office. Top exec: Thomas H. Wilson, president. Phone: (714) 297-3355.

**Wimmershoff & Associates**, Westwood, N.J., reported gross income of \$568,891 and net income of \$56,889 in 1981 on billings of \$3,793,422. In 1980, it reported gross income of \$331,346 and net income of \$33,134 on billings of \$2,209,736. Volume in 1981 consisted of \$1,724,208 in media, \$439,833 in materials and services and \$1,629,381 in capitalized fees. In 1980, volume consisted of \$283,724 in media, \$411,228 in materials and services and \$1,514,784 in capitalized fees. Accounts gained: Teledyne Isotopes. Lost: Datascope. Billings breakdown: Business papers 40%, farm publications 5%, direct mail 10%, other (collateral) 45%. Employees: 20 in one office. Top exec: Fred Scheel, exec vp. Phone: (201) 664-3220.

**Gene Wolfe & Co.**, New York, had gross income of \$677,397 in 1981 on billings of \$1,123,762. In 1980, it reported gross income of \$565,960 on billings of \$1,018,920. Volume in 1981 consisted of \$156,878 in media, \$441,795 in materials and services and \$525,089 in capitalized fees. In 1980, volume consisted of \$168,600 in media, \$341,000 in materials and services and \$509,320 in capitalized fees. Accounts gained: American Society of Mechanical Engineers, Herman M. Levey Inc., Arita. Billings breakdown: Newspapers 30%, business papers 30%, direct mail 40%. Employees: Six. Phone: (212) 687-2560.

**Wolkas Advertising**, Latham, N.Y., had estimated gross income of \$490,000 in 1981 on billings of \$3,260,300. It did not report in 1980. In 1981, volume consisted of \$2,500,000 in media, \$160,000 in materials and services and \$600,300 in capitalized fees. Accounts gained: Albany Public Markets, WEZF Radio, Simmons Fastener Corp.'s Amfast division, City of Saratoga. Billings breakdown: Newspapers 70%, magazines 0.5%, radio 10%, spot tv 17%, outdoor 1%, transit 0.5%, point of sale 0.5%, direct mail 0.5%. Employees: Seven in



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## Gross income under \$1,000,000

one office. Top exec: Stewart I. Sacklow, president. Phone: (518) 783-5151.

**Woodard Eggers & Schaffer**, Greenfield, Mass., reported gross income of \$800,000 in 1981 on billings of \$4,501,500. It did not report for 1980. Volume in 1981 consisted of \$1,500,000 in media and \$3,001,500 in capitalized fees. Accounts gained: Vermont Research Corp., National Metal Industries, Standard Mfg. Lost: None. Billings breakdown: Newspapers 5%, magazines 10%, radio 5%, network tv 5%, business papers 75%. Employees: 14 in two offices. Top execs: Bruce R. Woodard, ceo; Arthur F. Eggers, president. Phone: (413) 774-5511.

**Wooding & Housley**, Providence, R.I., reported gross income of \$320,000 and net income of \$82,000 in 1981 on billings of \$1,558,000. It did not report for 1980. Volume in 1981 consisted of \$1,161,000 in media, \$336,000 in materials and services and \$61,000 in capitalized fees. Accounts gained: Alfa-Laval Inc., Brooks Shoe, Carol Cable Co., Leonard Valve Co., Lodging division of Thermo Electron, Pawtucket Fasteners Co., Spirol Intl. Corp. Lost: None. Billings breakdown: Magazines 10%, business papers 55%, other 35%. Employees: 11 in one office. Top execs: Benjamin E. Wooding, president-principal; John H. Housley, Paul E. Hoffman, vps-principals; Brentor Bullock, vp-secretary. Phone: (401) 272-9494.

**Woods Brothers Agency**, Little Rock, reported gross income of \$693,000 in 1981 on billings of \$2,580,200. In 1980, it reported gross income of \$700,000 on billings of \$4,665,000. Volume in 1981 con-

sisted of \$1,400,000 in media, \$780,000 in materials and services and \$400,200 in capitalized fees. In 1980, volume consisted of \$1,200,000 in media, \$450,000 in materials and services and \$3,015,000 in capitalized fees. Billings breakdown: Newspapers 14%, magazines 65%, supplements 8%, radio 1%, spot tv 10%, outdoor 0.5%, business papers 0.5%, point of sale 0.5%, direct mail 0.5%. Employees: 17 in one office. Top execs: Shelby Woods, president; Wayne Woods, Mike Dandurand, Dan Baw, vps. Phone: (501) 375-0138.

**Woods-Donahue Advertising**, Great Neck, N.Y., reported gross income of \$315,000 in 1981 on billings of \$2,100,000. In 1980, it reported gross income of \$300,000 on billings of \$2,000,000. Volume in 1981 consisted of \$1,250,000 in media and \$850,000 in capitalized fees. In 1980, volume consisted of \$1,200,000 in media and \$800,000 in capitalized fees. Accounts gained: Forest Brook Equestrian Center, Learning Well Inc., Citibank (special projects), National Bank of North America (special projects), Bay Ridge Savings, Barstow Industries, Institute of Outdoor Advertising (pr), N.Y. Assn. of Realty Managers (pr). Lost: Allens Aides, Caddylak Systems. Billings breakdown: Newspapers 50%, magazines 15%, radio 15%, spot tv 9%, outdoor 5%, direct mail 6%. Employees: Nine in one office. Top execs: Jack Donahue, president; Robert Woods, exec vp-creative director. Phone: (516) 466-2222.

**Wray/Ward Advertising**, Charlotte, N.C., reported gross income of \$772,595 in 1981 on estimated billings of \$5,330,000. In 1980, it reported gross income of \$609,068 on estimated billings of

\$4,206,012. No volume breakout was provided. Accounts gained: Mutual S&L, Scovill Security Products, Yaletronics department. Lost: Adams Millis Hosiery Co. Billings breakdown: Newspapers 4%, magazines 11%, radio 10%, spot tv 45%, outdoor 2%, business papers 28%. Employees: 18 in one office. Top execs: Charles W. Wray Jr., president-treasurer; Robert L. Ward, exec vp-secretary. Phone: (704) 332-9071.

**Wyble Advertising**, Millville, N.J., had gross income of \$756,783 in 1981 on billings of \$5,047,094. In 1980, it reported gross income of \$809,419 on billings of \$5,147,576. Volume in 1981 consisted of \$1,027,826 in media, \$269,895 in materials and services and \$3,749,373 in capitalized fees. In 1980, volume consisted of \$1,619,869 in media, \$684,740 in materials and services and \$2,842,967 in capitalized fees. Accounts gained: Biochem Products, British Aerospace (Jetstream aircraft) and Pentastar Aviation. Lost: Egg Harbor Boat Co., Seidelmann Yachts and Wheaton Scientific. Billings breakdown: Newspapers 10%, magazines 20%, supplements 2%, radio 1%, outdoor 2%, business papers 50%, farm publications 3%, point of sale 1%, direct mail 10%, other 1%. Top execs: Gene Wyble, chairman; Henry Wyble, president; David Teeter, vp. Employees: 21 in one office. Phone: (609) 825-3403.

**Zam & Kirshner & Geller**, Great Neck, N.Y., had gross income of \$375,892 in 1981 on billings of \$2,430,923. In 1980, it reported gross income of \$277,400 on billings of \$1,597,227. Volume in 1981 consisted of \$1,629,169 in media, \$596,252 in materials and services and \$205,502 in capitalized fees. In 1980, volume consisted of \$1,024,048 in media, \$324,435 in

materials and services and \$248,744 in capitalized fees. Accounts gained: Vernitech Corp., Wire Graphics Corp., Renco Inc. Lost: Alps Electric Corp. Billings breakdown: Newspapers 8%, magazines 12%, radio 2%, business papers 70%, other 8%. Employees: 10 in one office. Top execs: Iz Zam, chairman; Samuel J. Kirshner, president. Phone: (516) 487-4663.

**Z/E/A Marketing Communications**, New York, had gross income of \$375,000 in 1981 on billings of \$3,005,000. In 1980, it reported gross income of \$402,000 on billings of \$3,160,650. Volume in 1981 consisted of \$1,450,000 in media, \$285,000 in materials and services and \$1,270,000 in capitalized fees. In 1980, volume consisted of \$1,650,000 in media, \$210,000 in materials and services and \$1,300,650 in capitalized fees. Accounts gained: Emil Ascher Inc., George Comfort & Sons, I. M. Cookie Co., Amerinvest Corp. Lost: Goldstein Golub Kessler & Co., Koshier King Meat Products, Sun-

star Luggage. Billings breakdown: Newspapers 25%, magazines 15%, radio 20%, spot tv 5%, business papers 15%, direct mail 20%. Employees: Nine in one office. Top exec: Zeneth Eidel, president. Phone: (212) 725-9020.

**Zubi Advertising Service**, Miami, Fla., had gross income of \$375,000 in 1981 on billings of \$2,500,000. In 1980, it had gross income of \$262,500 on billings of \$1,750,000. Volume in 1981 consisted of \$1,425,000 in media, \$425,000 in materials and services and \$650,000 in capitalized fees. Accounts gained: Best Products, Calder Race Track, Riviera Jewelers. Billings breakdown: Newspapers 15%, magazines 5%, radio 30%, spot tv 25%, cable 5%, point of sale 5%, direct mail 10%, other 5%. Employees: Seven in one office. Top execs: Teri A. Zubizarreta, Marta Calvo. Phone: (305) 854-6809.

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# Advertising Age

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The International Newspaper of Marketing • In Two Sections, Section 1.

March 29, 1982

## Falling 'Star' bad sign for newspapers

By ROBERT REED

The all-day *Minneapolis Star and Tribune*, spawned by the demise of the afternoon *Minneapolis Star*, debuts next week, accompanied by speculation that Cleveland and Kansas City are next in line to suffer newspaper casualties.

The *Minneapolis Star & Tribune Co.* said it was combining the morning *Tribune* and the *Star* into a single paper because of the afternoon paper's

**Unions make their bid to keep *New York Daily News* from the newspaper graveyard. . . Story on Page 3.**

continuing drops in circulation and advertising. The 24-hour *Star and Tribune*, now the city's only newspaper, will run a morning and two afternoon editions. The afternoon papers will be sold exclusively at newsstands.

Meanwhile, in Cleveland, rumors are swirling that the *Cleveland Press*, fighting for its survival against the Newhouse-owned *Plain Dealer*, is considering shutting down, even though it recently initiated a morning edition in an effort to boost circulation.

*Press* execs deny the paper will fold and claim that *Plain Dealer*

(Continued on Page 94)



### Swimming into the cola war

As mother and father teach their son to swim, an announcer notes that while kids "need a lot of love and a little encouragement," there's one thing they don't need: Caffeine. That's the reason for the introduction of Seven-Up Co.'s Like, which offers "full, rich cola taste" without added caffeine (see story, Page 2).



## NFL tv pact, strike threats worry adfolk

By JAMES P. FORKAN

New York—TV networks and sponsors, already finding trouble swallowing a new \$2 billion pact with the National Football League, now face a stronger strike threat from the players.

Players' spokesman Ed Garvey last week put the chance of a strike at 50-50, citing the owners' position against players getting 55% of NFL grosses.

The rights fees—roughly triple the previous pact—stirred sponsor unrest, and the added minute of commercial time per game (to a total of 24 minutes) risks viewer annoyance.

■ In summarizing the typical negotiations between NFL commissioner Pete Rozelle and the network sports chiefs, a CBS source somewhat facetiously said, "Rozelle tells us what he wants and we pay it, and we all make money." The third part of

(Continued on Page 92)

## Needham balancing act wins Sears

CHICAGO—Needham, Harper & Steers won the \$30,000,000-plus Sears, Roebuck & Co. apparel business last Wednesday because of a combination of "balanced resources and chemistry," according to Joel Hochberg, senior vp-director of creative services. But the next day agency staffers were told Needham was losing Wm. Wrigley Jr. Co.'s Spearmint gum, a brand that gets about \$9,000,000 in media advertising, to BBDO, which won in a creative dual.

The nation's No. 1 retailer selected Needham over Leo Burnett USA, Tatham-Laird & Kudner and N W Ayer for an assignment

including all national advertising for the newly consolidated apparel group. Needham had pursued Sears on many occasions over the years, but this is the first time NH&S has appeared on its roster.

Sears management has been centralizing the merchandise group's administrative and retailing functions. The agency selection follows a January restructuring effort which unified the wearing apparel group.

The consolidation forced the dismantling of an advertising triumvirate that included Foote, Cone & Belding, women's apparel; Stern Walters/Earle Ludgin, children's

clothing, and McCann-Erickson, men's apparel.

Robert Wood II, Sears' vp-advertising, said earlier that more Sears customers are purchasing goods from all three clothing groups, and that one agency could better address this crossover.

Stern Walters/Earle Ludgin continues to handle national radio advertising for children's apparel and FCB retains Sears automotive and recreation group business. McCann-Erickson is no longer on the Sears agency roster.

At the Needham office here, which now is projecting 1982 billings of \$220,000,000 (out of total

U.S. billings projected at \$415,000,000), the Sears victory can be seen as stemming from a concerted effort on the part of management to emphasize the agency's strengths and remedy its weaknesses.

Since Needham lost the \$53,000,000 McDonald's account to Burnett in October, some major organizational changes have taken place, designed, according to exec vp-managing director Al Wolfe, to guarantee that Needham "never again would be hit for 'lack of marketing depth' or services."

Mr. Wolfe, who joined the (Continued on Page 96)

## Bonjour, B&S ready to split

By PAT SLOAN

New York—It looks like Backer & Spielvogel is ready to say "au revoir" to Bonjour International, just as the agency's spring campaign for the client breaks.

The cause for the probable split, trade sources believe, is Bonjour's alleged nonpayment of perhaps as

much as \$1,000,000 in media bills. Neither client nor agency have commented on this, but Bonjour vp Charles Dayan admitted, "We are talking with five agencies."

Agency chairman Carl Spielvogel said only, "We will have an amicable and mutual parting."

The issue of nonpayment is not a new one for the sportswear and jeans company, which has been involved in a number of legal hassles and out-of-court disputes with suppliers and agencies (AA, Aug. 24).

One of the most recent led to a rift with previous agency D'Arcy-MacManus & Masius. Shortly thereafter, Ray Bittner was brought in from Lee Co. as Bonjour

(Continued on Page 94)

## last minute news

### Lever puts \$13 million behind Impulse rollout

NEW YORK—Lever Bros. is going national with Impulse deodorant/fragrance. A \$13,000,000 campaign via JWT is slated to begin late in May. Already in 20 countries, it has been testing in Rochester where it gained a 9.9% share of the deodorant/antiperspirant market, sources said.

### Nestea plunge dropped; Nestle goes 'natural'

WHITE PLAINS, N.Y.—Nestle is replacing the "Nestea plunge" (by its former agency, Burnett) with a new JWT campaign that uses Dan ("Grizzly Adams") Haggerty to impart a "natural" message and highlight the improved taste of its Nestea iced tea brands. TV breaks this week; budget is believed to be \$10,000,000-plus.

### AMC planning 'major push' for Jeep line

SOUTHFIELD, MICH.—AMC will launch a "major marketing effort" and ad drive for Jeeps "fairly quickly," said Joe Cappy, vp-marketing group. AMC's cars will get a separate drive. Compton has Jeep; autos are at Grey.

### Berger, Stone & Ratner, McCaffery eyeing link

NEW YORK—Berger, Stone & Ratner is working on "joining forces" with William McCaffery Inc., according to BS&R president Joseph Stone.

(Continued on Page 8)